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MBS Outlets Study Dual ASCAP Plan

Formula Would Cost The Industry About $4,500,000 Yearly; Miller-Shepard-Taft Urge United Action at Convention

PROPOSING a formula that would yield $4,500,000 from the entire roster of broadcast stations and networks (if all accepted its terms), ASCAP last week made a strong bid for return of its music to the air in proposals approved by majority vote of the board of directors of the Mutual Broadcasting System and submitted to its 175 member stations for ratification.

Conforming with the requirements of the ASCAP-Department of Justice consent decree entered into last March that both a per-program and blanket license basis be offered and that identical terms shall be proffered all elements in radio, the ASCAP plan would yield less than the $5,100,000 paid by the industry to the society during 1940.

Convention Action

But it is just about half of the estimated $9,000,000 which the industry would have been called upon to pay under the proposed 7½%-of-gross formula offered the networks and the sliding scale for stations in the proposition rejected in mid-1939, and which culminated in the formation of BMI to supply the industry's music needs.

Despite the MBS board approval and its recommended acceptance of the new formula, on a flat-fee rather than the per-program basis, no industry-wide acceptance of the proposal is expected prior to the NAB convention in St. Louis May 12-15.

NAB President Neville Miller, seeking united industry action, advised all member stations telegraphically last Thursday that "in order to enable NAB members to comprehend the effect of the MBS-ASCAP proposal, a factual analysis is being made." He said this would be transmitted to stations in time to be available for consideration at the convention.

MBS, in its letter asking its 175 affiliates to ratify the proposal and wire their approval not later than May 6, said it preferred the blanket license plan because of simplicity of bookkeeping. Both forms were submitted to stations for their individual licensing arrangement, however.

MBS asked stations to reply by May 6 so ASCAP tunes might be back on the network by the end of that week. Contrary advice, however, was received by the MBS station roster the same day in wires signed by John Shepard 3d, Colonial-Yankee Network president, and MBS director and Hulbert Taft Jr., WKRC, Cincinnati, member of the MBS operating board, who opposed the proposed agreement, and asked the affiliates to withhold their decisions until after the convention.

The licenses proffered by ASCAP are to run until Dec. 31, 1949, longest copyright agreement projected in radio history. Stations taking the per-program formula, however, may do so for shorter terms if desired.

Percentage Plan

The blanket license proposal calls for stations to pay to ASCAP 3% of their receipts from the sale of facilities less discounts and agency commissions for four years, and 3½% for the remainder of the agreement. Sustaining fees under this plan will be monthly payments equal to the highest one-hour rate of the station with the limitation that they shall not exceed 1½ times the stations' 1940 sustaining fee. Stations with annual gross receipts of less than $50,000 shall be assessed a nominal $1 a month for sustaining programs.

Network fees under the blanket license are the same as for stations: 3% royalty on all network programs for four years and thereafter 3½% until Dec. 31, 1949. This represents an appreciable reduction from the network fees of 7½% called for in the license offered by ASCAP last year which was rejected by MBS as well as by NBC and CBS.

Stations selecting the per-program method of buying ASCAP music will pay the following scale of fees for commercial programs on which such is used: 10% of net receipts from musical shows; 3% of receipts from programs using theme songs or bridges; 1½% of receipts from programs using incidental music only; 1½% of income from broadcasts of football games in connection with which incidental music is broadcast. Other sporting events broadcast require no payments to ASCAP.

In addition to the deductions of agency commissions, MBS is also allowed to deduct line charges and its own sales commissions before applying the percentages in calculating ASCAP fees.

Network sustaining fees are $1 a year for broadcasting unsponsored programs to stations having individual ASCAP blanket licenses. If the station does have an ASCAP license, or if it is buying its ASCAP music on the per-program plan, then Mutual is to pay ASCAP for sustaining program service to such station 1% of the applicable card rate.

Mutual's maximum monthly payment, however, shall not be more than (a) half the station's highest published hourly rate but in no event more than three-quarters of the stations monthly sustaining fee to ASCAP in 1940, or (b) the difference between twice that amount and the actual sustaining fees paid by the station, whichever shall be less.

Sustaining Rate

Sustaining fees under the per program formula amount to 1% of the highest rate applicable to the time consumed for each sustaining show in which ASCAP music is used. As in the case of the blanket license, the maximum monthly sustaining fee is the highest one-hour rate of the station, which is also not to exceed 1½ time the station's sustaining 1940 fee. Sustaining programs broadcast under the auspices of religious, patriotic or civic groups carry no fees.

Stations choosing the per-program method of payment must furnish to ASCAP lists of all compositions broadcast on each program, giving the title, composer, author, publisher, date of copyright etc. for each selection. Licenses under this method also contain a provision that if payment to ASCAP on this basis amount to less than 2% of the station's net receipts during any year, ASCAP may elect to have the station operate on the blanket license formula, while if the payments exceed 5% of the station's net receipts, it may ask ASCAP for a blanket license.

Final agreement between ASCAP and MBS executives on the terms of the proposed licenses was reached in the early morning hours of May 1, after days of almost continuous meetings and conferences, several of which lasted through most of the night, in a determined effort to arrive at a formula which both parties could accept. In the meantime, ASCAP negotiations with NBC and CBS have continued, but at a much more leisurely pace, and

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ABSTRACT OF ASCAP PROPOSALS TO MBS

Blanket License Terms

For the network: 3% royalty on all network programs for four years and thereafter 3½%, until Jan. 1, 1950.

For the stations: 3% of net receipts (i. e., gross payment for broadcasting facilities, less discounts and advertising agency commissions) for four years, and 3% for remainder of the term On sustaining programs, highest hour rate monthly, but in no event more than one and one-half times the stations' 1940 sustaining fee, with the nominal $1 a month fee for stations having less than $50,000 gross receipts annually.

Per Program Plan

Term ending Dec. 31, 1949, or any shorter term at election of station.

License fee on commercial programs using ASCAP music—10% of net receipts from musical shows; 3% from a program using theme songs or bridges; 1½% for programs using incidental music only; 1½% for incidental music used in connection with football games (no license fee on any other sporting event).

Sustaining fees on programs using ASCAP music—1% of station card rate applicable to time consumed. Maximum sustaining fee will be the highest hour rate monthly, but never more than one and one-half times the stations' 1940 sustaining fee. No payment as to sustaining programs under auspices of religious, patriotic or civic groups.

Accounting—stations must furnish as to all musical programs, item by item, list of all compositions broadcast, stating title, composer, author, publisher, date of copyright, etc.

Transfer to blanket license formula—if the payments to ASCAP under this formula are less than 2% of the station net receipts during any year, ASCAP may elect to have the station operate on the blanket license formula, and in a similar manner if the payments made by the stations to ASCAP exceed 5% of its net receipts the station has a reverse selection.

Increase in Power On 570 and 820 kc.

WKBN Finally Granted Boost After Quest of a Decade

A SIX-PHASE decision, involving the 570 and 820 kc. channels, under which WKBN, Youngstown, gets fulltime with 5,000 watts after a quest of a decade, was approved April 30 by the FCC.

Under the decision, WWNC, Asheville; WSYR, Syracuse; WMCA, New York City, and WKBN acquire fulltime operation with 5,000 watts on 570 kc. WOSU, Columbus, which previously had shared 570 kc. with WKBN, was shifted to 820 kc. with an increase in power from 1,000 to 5,000 watts and hours of operation from specified to local sunset at Dallas.

Another beneficiary was WCBD, Chicago, which was granted construction permit to shift from 1110 kc. to 820 kc., and increase power from 5,000 to 10,000 watts, with hours of operation from limited to daytime only. Fairfield Broadcasting Corp., Lancaster, O., in which Charles W. Sawyer, Democratic National Committeeman of Ohio and owner of WING, Dayton, is the principal, had its application for a new station on 820 kc. with 250 watts daytime, designated for hearing.

WKBN Power Boost

WKBN, of which Warren P. Williamson Jr., founder of the station, is president, was granted a construction permit to increase its power from 500 watts night, 1,000 watts day, to 5,000 watts fulltime, with installation of a directional for night use. WMCA received an increase to 5,000 watts fulltime from 1,000 watts night, 5,000 watts day, with a directional for day and night use.

The grant to WWNC was subject to action on renewal proceedings, but provided for an increase in power from 1,000 to 5,000 watts day and night on 570, with a directional antenna at night, subject to approval of the FCC. WSYR was given a construction permit to change its directional antenna for both day and night use and increase power from 1,000 watts to 5,000 watts fulltime on 570 kc., on condition of proof of performance and installation of a recording meter at a monitoring point on the radial toward WMCA.

Shell Quiz

SHELL OIL Co., Midwest Division, on April 14 and 28 started a 26-week series of five-weekly five-minute quiz shows *Shell $5.00 Facts* on 12 stations. Listeners are asked to send in interesting facts on jobs, hobbies, cooking, clubs or any subject in which they are well acquainted. For all "facts" accepted the cash awards are offered. Stations selected are KFIZ KSTP WDWS WEAU WGIL WHBL WIBA WJBC WMAQ WMBD WROK WTAQ. Account was placed direct.

OLD-TIMERS HAD THEIR DAY recently as honors were paid for long service in the broadcasting industry. Seven NBC central division employes have spent 140 years in radio (top photo). They are (l to r, seated), A. W. Kaney, manager of continuity acceptance; Judith Waller, public service director; Maury Wetzel, production director. Standing are Howard Luttgens, division chief engineer; Jules Herbuveaux, program manager; Gene Rouse, night supervisor of announcers. All entered radio in 1921.

In honor of Kate Smith's decennial anniversary, William S. Paley (left in lower left photo), CBS president, and Clarence Francis, president of General Foods, presented Kate with a lei sent by plane from KGMB, Honolulu CBS outlet. Occasion was a dinner at the Astor, New York. Commentator John B. Kennedy (right, lower right photo), and Newscaster Norman Brokenshire, both of WNEW, New York, talk over time "Broke" announced Kennedy's debut on WJZ 17 years ago.

Lever Immune

LEVER BROS., one of the leading users of radio time, will not be sold to pay for British purchases of American munitions, it was learned in New York last week. Secretary of Treasury Morgenthau originally had told the Senate Foreign relations committee that Lever Bros. would be among those companies—owned by British interests—to be liquidated. However, members of the British Purchasing Commission contended that Lever Bros. was a Dutch concern and thus not subject to the Treasury's edict. The far-flung company reorganized its world markets in 1937 and it is said that the American market at that time was transferred to the Dutch branch of the firm. Evidently this convinced the Treasury that the firm was not British.

Serum Campaign

ASSOCIATED SERUM PRODUCERS, Kansas City, Mo., on May 2 and 14 started a schedule of thrice-weekly spot announcements on 18 stations. Campaign is to induce farmers to consult their veterinarians. Contracts are for 13 weeks, in most instances. Stations being used are WLS WHO WTCN WROK, KFAB, KFBM WTAX KOWH KMBC WBNS KSOO KRNT WMT WNAX WEW KFNF KMOX KSCJ. Agency is Fairall & Co., Des Moines.

THREE MINNEAPOLIS PAPERS REALIGNED

MINNEAPOLIS' three daily newspapers were "realigned" May 1 under a new corporate and mechanical setup which insures their continued existence in the face of the fact "that for many years Minneapolis newspapers as a whole have been operated at a loss."

In the readjustment the *Star-Journal*, published by the Cowles (*Des Moines Register & Tribune*) interests, obtains a financial interest in the *Morning Tribune* and the *Times-Tribune*, while *Tribune* stockholders acquire an interest in the *Star-Journal*. Largest stock interests will be held by John Cowles, president of the *Star-Journal;* the estate of F. E. Murphy, late publisher of the *Tribune* newspapers, and Kingsley H. Murphy. The *Times-Tribune* will become the *Times* and will be published from the *Tribune* plant, while the *Morning Tribune* will be published from the plant of the evening *Star-Journal*. The Sunday papers are combined.

John Cowles, president of the new Star-Journal and Tribune Co., is vice-president of Iowa Broadcasting Co., operating KSO and KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton. The Cowles interests also own a minority of KFNF, Shenandoah, Ia., which is optioned to the *Omaha World-Herald*. The *Minneapolis Tribune* is 50% owner, in combination with the Ridder brothers' *St. Paul Pioneer Press* and *Dispatch*, of WTCN, Minneapolis, which presumably is brought into the Star-Journal and Tribune Co.

Set Makers Agree To Less Aluminum

RMA to Use Substitutes in Receivers Where Possible

ACTING to conform with Federal restrictions placed on strategic metals, the radio manufacturing industry under the aegis of Radio Manufacturers Assn. last week entered into voluntary formal agreements to employ substitutes for aluminum and other metals needed for national defense.

Under the plan devised at a meeting of 50 manufacturers in New York last Tuesday, it is estimated the use of aluminum in radio receiver manufacture will be reduced as much as 75%. The industry agreements came after the RMA priorities committee had met April 22 with officials of the Priorities Division of the Office of Production Management [BROADCASTING, April 28].

Hope for New Rating

Although it was foreseen that many models of receivers, particularly among the small sets, will necessarily be eliminated and that there will be a general rise in receiver prices, it was believed the use of substitutes for strategic metals, particularly aluminum, would permit the use of available supplies in construction where no substitute can be employed.

Under priority ratings for May, aluminum for radio equipment manufacture is given a B-7 ranking, qualifying for 30% of normal supply.

At the New York industry meeting it was unanimously agreed:

1. That use of aluminum in manufacturing radio sets be restricted to material for foil in the manufacture of capacitors and rotors in variable condensers. Substitutes would be used for coil cans, condenser cans, tube shields, etc.

2. Set manufacturers immediately will begin using variable condensers with steel stators, instead of aluminum, and on and after June 15 will receive and use only condensers having stators of processed steel.

3. Set and speaker manufacturers will immediately discontinue purchase of aluminum and nickel in permanent magnets for sets for domestic and export sale other than battery, portable, and farm sets that operate from batteries, and 3-power AC-DC portable and farm sets.

OPM officials indicated last Thursday that the B-7 classification on aluminum for civilian communications needs is by no means permanent, indicating that within the nexe few months there will be "fairly substantial" revisions in the ratings. It was believed reasonable that materials for communications equipment, particularly telephone apparatus, would receive a higher classification. A rating of B-4 for aluminum was regarded as a good possibility, although it may be raised only to B-6.

Defense Measures May Disrupt Industry

Priorities, Delays In Delivery Are Factors

By SOL TAISHOFF

THE FULL-SCALE swing toward a wartime footing in this country is affecting broadcast operations to the point where serious dislocations are seen in the offing.

All phases of industry operations —program, economic and physical —are feeling the impact of the national defense tempo, and while there is no alarm evident in broadcast circles, the realization has dawned that steps must be taken promptly if ultimate serious injury is to be averted.

A transmitter and tube equipment bottleneck, traceable to the low priorities rating given the radio industry as a whole on essential metals, is causing real concern among manufacturers, according to a telegraphic survey made last Thursday by Broadcasting, [see story on this page].

Near the Bottom

Despite the recognized status of broadcasting as a vital defense industry, as evidenced by the functioning of the Defense Communications Board created a year ago, the Priorities Division of the Office of Production Management has classified radio in next-to-the-lowest bracket insofar as basic metal distribution is concerned.

Totally aside from the equipment phase, other Government activity stemming from the war tempo portends greater inroads into normal operations of broadcasting. There are no real signs of any outright Government intervention in domestic broadcasting along censorship lines, but affirmative restraints already are in evidence.

Business is good in broadcasting, as in other advertising media. Imposition of heavy taxes, however, will sharply curtail net earnings, it is thought.

Beyond that, indications already have appeared that the House Ways & Means Committee, considering proposals to raise 3½ billion dollars in new taxes, is studying a special franchise impost upon broadcast stations. Thus far, no word has come as to the nature of such a tax, which is a warmed-over revival of previous efforts of anti-radio groups along this line. This time, however, the move is regarded with more concern, even though it would be palpably discriminatory, because of the desire of the Government to tap every possible revenue source.

The thundering pace toward conditioning of the public in the national emergency has resulted in unprecedented demands for time from Governmental agencies. While every consideration is being given by Government radio officials—mainly drafted from the industry—in seeking time to promote their particular defense pursuits, broadcasters are beginning to feel the need for greater coordination of programming demands lest program schedules be disrupted inordinately.

Personnel Problem

The personnel situation is becoming serious, too. While all branches of station operations are being affected — managerial, program and technical—a shortage of operators and engineers may soon develop, adding to the plight on the physical facilities end.

Virtually all reservists either have been called or are on notice for active duty and competent replacements are becoming more and more difficult to procure. The number called already runs into the hundreds, out of a total industry employment of approximately 21,000.

Though little is being said in official and industry circles regarding new radio developments, such as FM and television, there is no doubt about a bogging down of interest, notably in visual radio. Lack of essential materials and the reduction of normal broadcast equipment manufacture to take care of the heavy national defense requirements of the military establishments, mitigate against any concerted industry move to tool up for and exploit new lines. This is particularly true in the receiving set end of FM. Television is regarded in many quarters as a forgotten industry for the duration.

FDR Willing

EXPRESSING his willingness to work or play on any time basis Congress might set by Federal statute, President Roosevelt at his semi-weekly press conference last Tuesday indicated that establishing a universal daylight saving time system as a national defense measure is a matter for Congress to decide. His statement that he had heard nothing about such a plan except what he had read, along with his failure to take a stand one way or another on the proposition, was taken as an indication that the executive branch of the Government was willing to leave up to Congress the initiative in establishing daylight saving time on a nationwide basis.

FM, particularly on the transmission end, is chafing to get under way, with many companies anxious to launch commercial operations. But transmitter deliveries, tower steel and other essential equipment will not be available on a quantity basis if existing restrictions hold. In the receiver line, very little incentive appears to exist for large-scale production.

The outlook in standard broadcast receiver production was a little brighter last weekend as members of the Radio Manufacturers Assn. got together and agreed on substitutes for certain basic metals, including aluminum [see story on page 10]. But this means more expensive production and may result in elimination of smaller units and freezing of 1941-1942 models, following the lead of the automotive industry.

Foreign Service

In the international broadcast field, the war fervor was more evident and may be indicative of what is in store for standard broadcasting. A number of stations are going to operate 24 hours in beaming programs to Europe and South America, which is interpreted as operation of a "wartime basis".

Moreover, there are indications of Government sponsorship of counter-propaganda programming by these stations, even though under private operation. The first step in the direction of more effective use of international broadcast stations came with the appointment of Stanley P. Richardson, former European newspaper correspondent and former assistant to Ambassador Joseph E. Davies, as coordinator [Broadcasting, April 14].

A tendency to monitor more closely network pickups of European news broadcasts, particularly from the Axis capitals, has developed. One recent incident on an NBC network is reported to have caused a flurry. The commentator had read the text of an editorial in a Nazi newspaper relating Hitler's plans for the new world order after he had mopped up Europe. While there was no official confirmation, it is understood the incident aroused high Administration

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Equipment Firms See Danger of Delayed Deliveries . . . . .

TO GLEAN from the industry reaction on the technical equipment outlook, Broadcasting queried leading manufacturing companies on the effects of defense priorities. All pointed to impending shortages which might have a dire effect on future deliveries.

F. R. Deakins, vice-president of RCA Mfg. Co., said he was unable to predict the effect of priorities, as the situation on various materials is now changing daily. Work on substitutes has been going on for some time, he said, and "we will be able to make such substitutions". He added that while RCA is meeting most current needs at the moment, shortages of essential materials "are apparent".

Graybar, sales organization for Western Electric, did not make a direct statement, but it is understood that deliveries currently are being made in virtually all transmitter groups. But it is taking this company 2½ times as long to turn out equipment as a year ago. Jobs that formerly required five months, now run one year in production.

While Graybar was represented as not being alarmed, the suggestion was made that something should be done quickly to avert a serious bottleneck.

G. W. Henyan, sales manager of General Electric, reported that the company has sufficient material on hand or scheduled for delivery to fill in a reasonable time present orders, plus normal additional expectations for the next four to six months for transmitter tubes, FM transmitters and accessories.

Substitutes Used

Certain substitutes have already been initiated where practical, he reported, such as brass for aluminum. He reported the future outlook is obviously uncertain and he urged that an effective "high priority rating should be assigned to equipment and tubes for practically all commercial radio services, including broadcasting, as these are most essential to sustain the national defense program".

E. T. Morris, general sales manager of Westinghouse, reported that OPM priorities on aluminum, nickel and stainless steel have required substitutions for those materials in many cases to permit meeting current commitments for broadcast equipment. Previously planned production of 5,000 and 50,000-watt transmitters will allow normal deliveries over the next four to five-month period, but long deliveries of component parts from suppliers of ceramics, condensers, steel, switches, relays, instruments, phosphor bronze springs, etc., will result in at least 60% increase in normal deliveries on future production, unless priority ratings are obtained for those items.

Delivery of custom and semi-custom built equipment, such as antenna phasing equipment, tuning equipment, and operating consoles, Mr. Morris reported, "is seriously affected by scarcity of and long delivery for component raw material and finished parts".

P. S. Gates, president of Gates American Corp., reported as follows:

"Of major importance in our industry is aluminum, brass, copper, steel and nickel alloy, and of course such items as radio tubes, electrical meters and similar items purchased on open market are indispensable and in many instances shut off unless priorities are given. We have pointed out many times to our suppliers that radio broadcasting in a time of emergency is not of only ordinary but primary importance and that this industry should have

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Television Authorized by FCC On a Full Commercial Basis

Green Light Given as Industry Accord Is Noted; 525 Lines, 30 Frames, FM Sound, AM Sight

By LEWIE V. GILPIN

DECLARING that recent developments indicate complete accord in the industry, the FCC last Friday announced its authorization of full commercial operation of television starting July 1. The authorization extends not only to the seven lower television channels but also to the 11 higher-frequency channels. The FCC adopted technical standards essentially as proposed by the National Television System Committee at the March 20-24 hearing. It also adopted, with little amendment, the rules and regulations submitted at that time.

Test Period

The approved standards fix the television image at 525 lines, 30 frames interlaced. Frequency modulation is required for the aural signal, while amplitude modulation will be employed for the visual signal. The FCC indicated the standards would undergo practical test for six months, when changes may be considered, with particular reference to color television, which has drawn much attention from Commission members, particularly Chairman Fly, since CBS first demonstrated its color television system last August.

As expected, in the light of strong opposition at the March hearings to the proposed requirement of 30 hours visual program service each week the FCC compromised with the industry in fixing a weekly minimum of 15 hours of program service. This apparently solves one of the chief objections to the proposed rules made by industry spokesmen.

Adhering to the policy set forth in its report on the April, 1940, television hearing, the FCC included a proviso directed against multiple ownership which precludes operation of more than three television stations under the same control. This proposal also drew strong opposition at the recent hearings, particularly from NBC and CBS, which maintained that visual broadcasting must necessarily embrace operation on a network basis due to the high cost of programming and production.

In giving the green light, the FCC climaxed a turbulent year for visual broadcasting, dating from its rescinding of "limited commercial" operation March 23, 1940. At that time the FCC, led by Chairman Fly, maintained the industry did not demonstrate enough agreement on technical standards to warrant free development on a commercial basis.

Meantime, under auspices of Radio Manufacturers Assn. and the FCC, the National Television System Committee was formed to study the technical problems of television and recommend standards.

After several months intensive work, the NTSC recommendations which in many respects were little different from the standards of a year before, were presented to the FCC Jan. 27 at a special hearing [BROADCASTING, Feb. 3]. The 22 technical recommendations made by NTSC at that time formed the substance of the proposed standards advanced by the FCC a month later.

Continuing its studies, NTSC at the March hearings offered several amendments to its earlier recommendations, among them substitution of the 525-line image for the previously recommended 441-line image, as well as a loosening of the synchronizing pulse recommendation to permit continuation of new developments in this line.

Entire Agreement

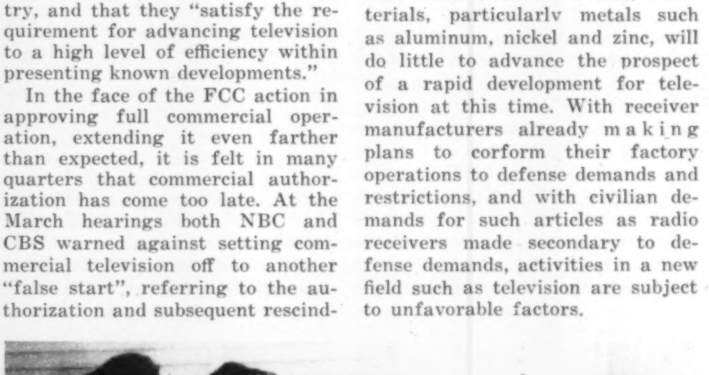
Pointing out that whereas a year ago the FCC found the industry divided, recent developments demonstrate the industry is "entirely in agreement that television broadcasting is ready for standardization". The FCC declared also that the approved stnadards represent, with few exceptions, the undivided engineering opinion of the industry, and that they "satisfy the requirement for advancing television to a high level of efficiency within presenting known developments."

In the face of the FCC action in approving full commercial operation, extending it even farther than expected, it is felt in many quarters that commercial authorization has come too late. At the March hearings both NBC and CBS warned against setting commercial television off to another "false start", referring to the authorization and subsequent rescinding of "limited commercial" operation [BROADCASTING, March 24, 31]. The network representatives drew attention to the possible effects of the defense program on visual broadcasting development, arising both from a shortage of skilled personnel as well as a shortage of materials for manufacturing receivers and transmitters. It was even suggested that television be held back as an ace-in-the-hole to be sprung as a huge new industry when defense activity began slowing down, a backlog that would take up the slack in industrial pursuits.

At the moment, sentiment appears to run strongly to the belief that restrictions on strategic materials, particularly metals such as aluminum, nickel and zinc, will do little to advance the prospect of a rapid development for television at this time. With receiver manufacturers already making plans to corform their factory operations to defense demands and restrictions, and with civilian demands for such articles as radio receivers made secondary to defense demands, activities in a new field such as television are subject to unfavorable factors.

Radio in Shelters

WHEN AND IF this country constructs air-raid shelters or bombproofs, communications equipment, including telephone and radio, will be part of the regular equipment, according to recommendations advanced last Tuesday by the Office for Emergency Management. The bulletin stated that communications equipment and duplicate power and lines should receive special attention in constructing shelters. It was also recommended that shelters be equipped with receiving sets.



ELECTED MAYOR of Des Plaines, Ill., Chicago suburb, Charles Garland, assistant commercial manager of WBBM, Chicago, receives the congratulations of WBBM sales staff members. As members of the staff gather around for the festivities, Mayor Garland (seated) palms off five fingers of fellowship with J. Kelly Smith (left), WBBM commercial manager and sales manager of Radio Sales. Garland joined WBBM in May, 1925, and was named assistant to Mr. Smith last Jan. 1.

Legality of ASCAP Statutes Is Urged

Florida, Nebraska Measures Before Supreme Court

CLIMAXING the multi-faced fight over just how far a State can go in anti-monopoly legislation, the Supreme Court last Tuesday and Wednesday heard arguments on the constitutionality of Florida and Nebraska statutes directed against alleged monopolistic practices of ASCAP.

The Supreme Court appeal came a year after a special three-judge Federal court had heard arguments of ASCAP and both States on similar issues. The special Federal tribunal last Aug. 1 handed down a decision which drew appeals from ASCAP as well as both States, partly upholding and partly breaking down the statutes.

Legislative Power

Despite the recent ASCAP consent decree, which was regarded as mitigating the effect of the Nebraska and Florida ASCAP cases, participants urged the Supreme Court to offer a definitive decision which would settle the dispute over constitutionality of the statutes and indicate how far a legislature can go in regulating monopolistic practices. A decision is expected by late May.

The State of Nebraska, in its argument presented by William J. Hotz, special assistant to the State attorney general, maintained that the questioned statute was an anti-monopoly measure directed against price-fixing and other activities in restraint of trade. Mr. Hotz maintained that various sections of the statute are separable, and that unconstitutional sections may be elided without destroying the constitutional sections. Assisting Mr. Hotz in the argument were Walter R. Johnson, G. W. Deising and Andrew W. Bennett.

Pleads For Florida

Pleading for Florida, Lucien H. Boggs maintained that the only question involved, so far as either Florida or ASCAP were concerned, was whether a State can enact and enforce an anti-monopoly statute. He maintained that ASCAP did not come into court with "clean hands". In addition to Mr. Bennett, Mr. Boggs was assisted by J. Tom Watson and Tyrus A. Norwood.

Handling the argument for ASCAP, Thomas G. Haight declared that if the Supreme Court upholds the anti-ASCAP statutes, other States will inaugurate such laws and the effectiveness of the Copyright Act will be destroyed. He maintained also that even if ASCAP were monopolistic in its operation, it would not be barred from seeking to have State laws declared unconstitutional or from prosecuting suits for infringement. ASCAP counsel also included Frank J. Wideman, Louis D. Frohlich and Herman Finkelstein.

FCC Adopts Stringent Monopoly Report

NBC Split, Ban on Exclusive Pacts And Options

BULL-SESSION following initial broadcast of the P. Lorillard Co. new weekly half-hour variety show, *Tommy Riggs & Betty Lou*, for Old Gold cigarettes on 5 NBC-Pacific Red stations, April 17, bring sponsor and agency representatives together backstage informally discussing future ideas for the series. They are (l to r) Daniel J. Danker, J. Walter Thompson Co., Southern California vice-president in charge of radio; Tommy Riggs, star of the show; Samuel W. Meek, New York vice-president of the agency, and executive on the Old Gold account; B. J. Regan, P. Lorillard Co. western supervisor, and H. Calvin Kuhl, agency producer of the program.

AT A MOMENTOUS and highly secret session last Friday, the FCC jammed through its final Network Monopoly Report, and adopted stringent regulations which may reduce the status of network organizations to that of "program brokers".

While no details were available as BROADCASTING went to press Friday night, with the lid clamped tight on any possible "leak," it was thought the regulations adopted would:

Spell the end of NBC's dual network operation.

Ban exclusive network affiliation contracts.

Knock out option time.

Ban ownership of more than one station in the same city by the same interests.

Otherwise blast the status quo of commercial radio.

Action came despite the absence, due to illness of Commissioner T. A. M. Craven who, with Commissioner Norman S. Case, has dissented from virtually every phase of the majority's onslaught against the existing radio system. Confined to his home with a high fever, Commissioner Craven had sought to have the Commission postpone consideration, but the majority proceeded anyway.

Reaction Awaited

Fast action on the final report and regulations was ordered by Chairman James Lawrence Fly in the face of President Roosevelt's April 22 appointment of Mark Ethridge to survey the entire radio regulatory situation and report to the Chief Executive.

In some quarters, the Commission's action, by a majority vote, was viewed as in defiance of what appeared to be a direct mandate from the Chief Executive on a matter of policy embraced in the Ethridge survey. Violent repercussions are expected, but whether they will come from the White House remains to be seen.

Even after the Commission completed its Friday session, which ran from 9:45 a.m. until 1:45 p.m., it was evident that efforts were being made to thwart a dissenting opinion.

Chairman Fly told BROADCASTING that the two factions were not "far apart" and there might be a single report. This, however, was viewed as a Herculean undertaking, because of the definite schism that has resulted in FCC ranks, with Commissioners Case and Craven on the negative side.

Only Commissioner Case dissented from the majority's action at the Friday meeting. Commissioner Craven's "no" vote was known, however and, unless all signs fail, there will be a strong dissenting report bearing the Craven-Case signatures.

Even before the final vote, Commission mimeographs were set in motion to turn out portions of the majority and minority reports, plus the regulations. Whether this physical task could be completed before the weekend was problematical as BROADCASTING went to press. In any event, an early formal release was expected.

Litigation Seen

Only eight persons attended the final session — Commissioners Fly, Walker, Thompson, Wakefield and Payne (all of whom are understood to have voted aye), Commissioner Case (who voted no), and General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh Jr. The meeting had been called two days earlier with the secrecy injunction the keynote.

Litigation is expected. If the regulations, or any other cutting into network operations, are earmarked for immediate enforcement, an injunction will be sought either by NBC or CBS, or both, including certain other respondents in the nearly three-year-old monopoly inquiry.

If the effective date is specified for some time in the future, the litagation may be delayed. In the meantime, reactions in Congress, and possibly in the White House, may provoke an immediate investigation or result in swift introduction of a ripper bill along the lines of the proposed White - Wheeler measure [BROADCASTING, April 14-21] to reorganize the FCC from top to bottom.

No Further Action

The FCC majority's decision to act, despite the Ethridge survey and without regard to Commissioner Craven's illness, confounded many observers. In the first place, it was known that Commissioner Paul A. Walker had obtained postponement of hearings scheduled in Houston May 1 to participate in the final report deliberations. The hearings on ship-radio matters were deferred until May 5.

Radio Graduation

KMA, Shenandoah, will provide a special rural school graduation program for Iowa's 8,000 rural schools May 16. Purpose of the mass program is to furnish rural schools too small to hold separate commencements with complete graduation exercises. Gov. Wilson, Earl May, president of KMA, and leading educational figures will speak on the half-hour program.

Commissioner Craven became ill following a meeting on Wednesday, April 30, suffering from bronchitis, laryngitis and possibly influenza, Despite his indisposition he attempted to transmit his views to the Commission in opposition to the report, via telephone.

The Commission had completed its official scrutiny of the 150-page Network Monopoly Report on April 14, and at that time instructed its law department to draft revisions as well as actual rather than proposed regulations invoking the drastic changes. The FCC, it is understood, plans no further action beyond hearings on renewal applications of licensees, under the procedure adopted.

While at this writing it cannot be stated with absolute certainty how the FCC would force NBC to cease Blue Network operation, indications are this would be accomplished through imposition of restraints on individual station licensees. There probably will be the requirement that no station may take programs from a network organization supplying service to another outlet in the same city, thus automatically precluding dual network operation.

The Craven-Case minority consistently has held, throughout the deliberations, that imposition of bans on option time or exclusive contracts will result in deterioration of radio service. Networks will become program brokers, in that they would serve stations on a best bid basis for a particular "program series."

Precisely what tack the major networks, Independent Radio Network Affiliates, and other industry groups will take in attempting to forestall any complete breakdown, will depend on the language used in the regulations and the report. If the regulations prescribe action through the device of renewal hearings for affiliated stations or network owned, operated or managed stations, a very different procedure than court appeal may be entailed.

It has been apparent, too, that the FCC does not propose to regulate the networks directly, but to attack the whole problem through individual station licensees. Because each network owns and operates stations, the approach could be made that way.

Main Points Stand

Though there have been certain modifications since the original instructions given on the drafting of regulations at the April 14 meeting, the main points are understood to remain the same insofar as the majority is concerned.

BROADCASTING, in its April 21 issue, essayed to enumerate the salient points of attack. These, believed to be intact in over-all effect, were as follows:

1. Ban exclusive network contracts, with arrangements in no event to run beyond the station license term of one-year.

2. Conclusion that existing network-affiliate contracts covering option time are contrary to public interest and restrain competition. Networks to serve stations on a "program series" basis rather than on full-scale commercial schedules.

3. Banning of ownership of more than one station in the same city by the same interests. Opportunity would be allowed for owners to "dispose" of other stations. Otherwise renewals will be set for hearing under the projected new rule.

4. Probable banning of multiple ownership, with a limitation of three or perhaps four stations per entity, which would strike at networks and numerous other group-owned units.

5. Prohibition against dual network operation, which would be handled on renewal applications of affiliates, rather than directly against the network or networks.

6. Prohibition, not yet clearly defined, against network participation in the transcription field, as resulting in suppression of competition, and possibly also in the concert and artists fields.

Press-Radio Group Lays Hearing Plans

To Meet Chairman Fly; Delay Foreseen in Hearing Date

COUNSEL for the Newspaper Radio Committee, preparing to present the case for radio stations identified with newspaper ownership, began laying the groundwork for the projected FCC hearings last weekend by arranging for an informal conference with FCC Chairman James Lawrence Fly in order to go over the issues.

Following Chairman Harold Hough's appointment of Abe M. Herman, of Fort Worth, as associate Counsel to serve with Chief Counsel Thomas D. Thacher and Associate Counsel Sydney M. Kaye, he announced this legal trio was scheduled to meet with Mr. Fly in Washington Saturday morning. They will seek to learn "what information he wants and when he wants it," said Mr. Hough.

Delay Is Certain

Meanwhile, at the FCC, where all grants of applications for new stations or for transfers of control to newspapers were thrown into the "pending files" by action of the Commission April 26 [see story on this page], it was made evident that the hearings on the whole subject of newspaper ownership, announced in Order No. 79 [BROADCASTING, March 24-April 28], could not possibly be held by June 1 as at first contemplated.

Even the date June 15 now being discussed is deemed too early in view of the Commission's preoccupation with other subjects and the need of more time on the part of both the newspaper and the FCC counsel to prepare.

Thus far, aside from setting up New York headquarters in Suite 2600, 370 Lexington Ave., where Chairman Hough and a staff of clerks are at work, little has been done beyond preliminary details, chiefly the collection of funds to carry on the hearing. Mr. Hough, on leave of absence from the *Fort Worth Star-Telegram*, has asked several publishers to loan a newspaper man to act as executive secretary of the Newspaper Radio Committee as he has redesignated the Steering Committee of Nine which he heads [BROADCASTING, April 28].

Mr. Hough said he expected this man will be made available some time this week, when he will take over New York headquarters and permit Mr. Hough to return to Fort Worth to attend to personal matters until the NAB St. Louis convention. The committee of nine is next scheduled to meet in St. Louis at 10 a.m., Friday, May 16, when a research director is to be named.

At least 100 of the nearly 300 stations identified with newspaper ownership have submitted their pledges and checks toward the $200,000 defense fund ordered by the radio publishers at their meeting in the Waldorf-Astoria, New York, April 22, according to Chairman Hough. Aside from the *Chicago Tribune* (WGN), no other newspaper has indicated any intention of "pulling out", said Mr. Hough.

"We are getting plenty of money and pledges", he said, "and no one is going to break us up. One thing I want to emphasize, and that is that we are not going to allow the newspaper-ownership issue to become involved with the network monopoly or any other issue before the industry or the Commission."

WGN's Stand

E. M. Antrim, assistant business manager of the *Chicago Tribune* and Secretary of MBS, had tendered his resignation as a member of the original Ethridge Committee of 44 (now superseded by the Newspaper Radio Committee of Nine) on grounds that there was not sufficient assurance the $200,000 will be devoted exclusively to the newspaper case and not "intermingled" with other issues, obviously referring to the network monopoly issue on which MBS and the other networks have taken opposing stands [see letters at end of this story].

Army Lingo

DESIGNED to help broadcasters and radio writers in developing the full picture of Army life and activities on the air, the Radio Branch of the Bureau of Public Relations of the War Department last week started mailing a 25-page glossary of Army slang and military terms to U. S. radio stations. The glossary is first of several editorial services. Others are to cover history of the Army and its units. As the program develops, it is expected to make such information bulletins available upon request.

The selection of Mr. Kaye as associate counsel was believed to be largely responsible for the WGN stand, Mr. Kaye's law firm being of counsel for CBS and Mr. Kaye himself being general counsel for Broadcast Music Inc. It is pre-

(*Continued on page 50*)

FCC Action on Press Stations Leaves Applicants in Quandary

Commission, Having Frozen Newspaper Situation, Says It Will Continue to Grant Improvements

A VIRTUAL "freezing" of the newspaper-radio situation until the FCC completes its inquiry into the whole broad subject under Order 79, was seen in the FCC's notice of April 26 stating it was placing in its pending files all applications by newspaper interests for new standard broadcast stations as well as applications for transfer of control of existing stations to newspaper interests. The notice added, however, that improvements will continue to be authorized to stations now licensed to newspaper interests if deemed in the public interest.

Rival Applications

Meanwhile, counsel for proposed new stations in which newspapers or newspapermen are involved were in a quandary over the Commission's intentions with respect to rival non-newspaper applications. Would they be acted upon while the newspaper applications were in the pending files, they asked. On behalf of WTBS Radio Company Inc., applicant for a new station on 600 kc. in Toledo, Paul M. Segal, counsel, filed a petition with the FCC April 29 asking that a rival application for the same facility also be placed in the pending file.

The WTBS company is a subsidiary of the *Toledo Blade*, a Paul Block newspaper, and filed last Jan. 31. On April 4 the Genessee Broadcasting Corp. of Flint, Mich., applied also for 600 kc. in Flint. The two applications, it was pointed out, are mutually exclusive and the granting of one could preclude granting the other. It was accordingly asked that the latter be also placed in the pending file for consideration together with that of the *Toledo Blade*.

The Commission's notice of April 26, issued as a press release, reads:

> In keeping with FCC policy not to grant new applications by newspaper interests for high frequency (FM) broadcast facilities pending determination of the general question of newspaper control of broadcast facilities, the Commission is also placing in its pending files all applications by newspaper interests for new standard broadcast stations, as well as applications for transfer of control of existing standard broadcast facilities to newspaper interests. Such action is intended to protect newspapers from incurring substantial radio expenditures prior to the Commission's fact-finding inquiry.
>
> This supplemental action is in conformity with Order No. 79, of March 20, which provides that Commission investigation and public hearing "shall also include consideration of statement of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers." Date for this hearing will be set in the near future.
>
> In the case of standard broadcast stations already licensed to newspaper interests, improvements in facilities may be permitted if the proposed increase in service is shown to be in the public interest, convenience and necessity, and in conformity with prescribed engineering requirements.

Newspaper Cases On Pending Files

FCC Action Affects Proposed Acquisition of Interests

TRANSFER deals involving the proposed acquisition of all or part ownership of radio stations by newspaper interests are apparently stymied by the FCC's action April 26 placing in its pending files all newspaper applications for transfers of control along with applications by newspaper interests for new standard stations. Previously [BROADCASTING, March 24] the Commission had suspended FM grants to newspapers already authorized, and let it be known that no action on other applications would be taken until its findings as a result of Order 79 of March 20 calling for investigation and hearing.

Still pending FCC approval are the proposed outright purchases of WFTL, Fort Lauderdale, Fla., by Ralph A. Horton, vice-president of the *Fort Lauderdale Times*; of WSAR, Fall River, Mass., by the *Fall River Herald-News*; of KMMJ, Grand Island, Neb., by the *Grand Island Independent*; of KFQD, Anchorage, Alaska, by Capt. A. E. Lathrop, owner of the *Fairbanks News-Miner* and of KFAR, Fairbanks, among many other Alaskan interests.

Also pending is the proposed acquisition of the remaining 51% interest in WTMC, Ocala, Fla., by the John H. Perry newspaper and radio interests, but this deal is involved with hearings on charges of alleged "hidden ownership" which Commissioner Walker is scheduled to conduct in Pensacola, Ocala and Panama City on May 19.

In KFNF, Shenandoah, Ia., the *Des Moines Register & Tribune* interests hold 48.75% interest and an option on the remainder, and a deal is pending to sell the station to the *Omaha World-Herald*, now operator of KOWH.

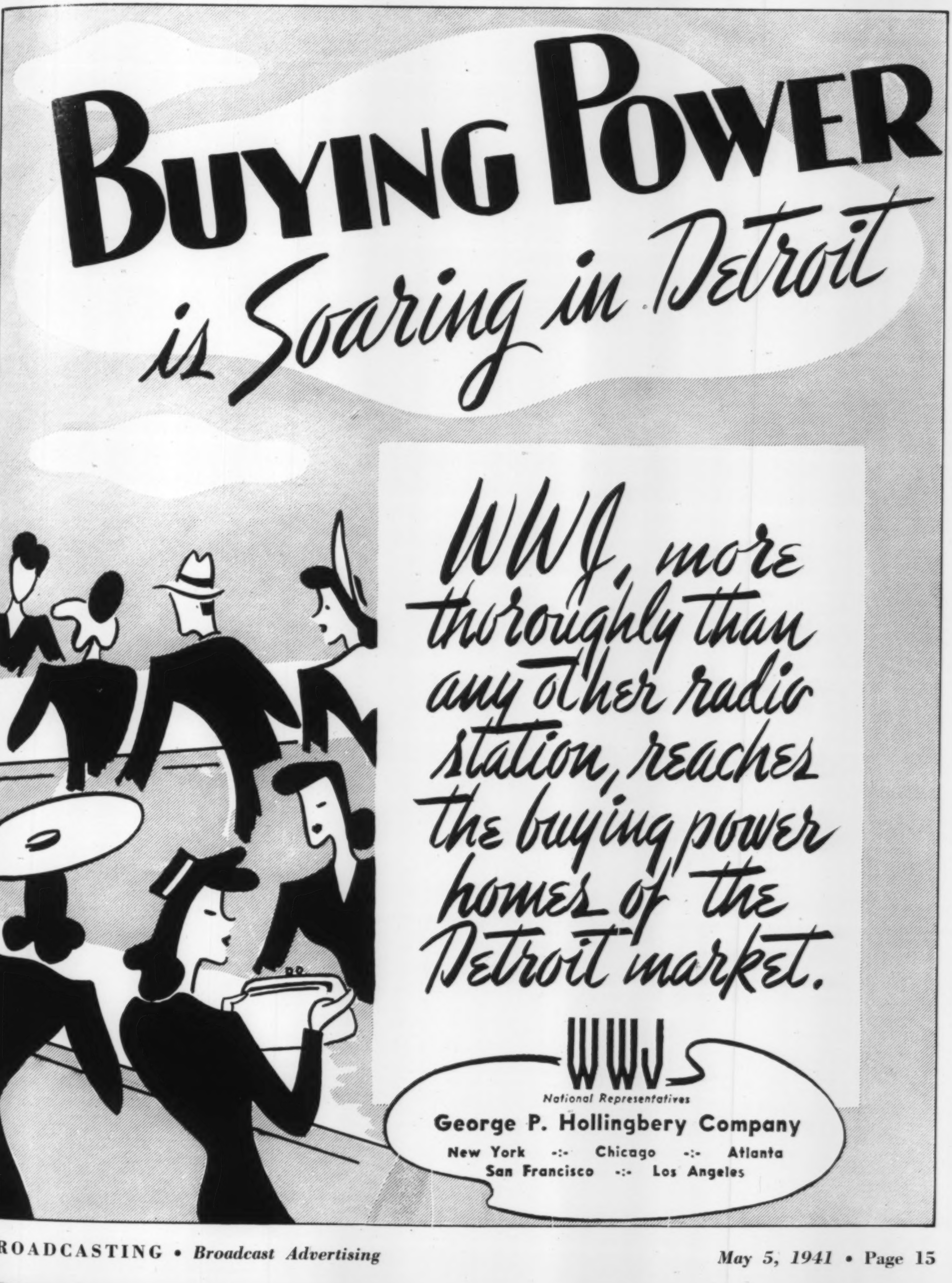
In Greenville, S. C., an option to purchase 49% of the stock in WMRC, a recently constructed local, is held by Roger Peace, publisher of the *Greenville News* and *Piedmont* and owner of WFBC.

Portsmouth Case

A case regarded as a test of the "local monopoly" issue, involving the proposed acquisition of the entire stock in WPAY, Portsmouth, O., by the Brush-Moore Newspapers Inc., has now been scheduled June 2 before the FCC. The newspaper chain, which publishes the *Portsmouth Times* and other Ohio dailies, already owns 50% and seeks to purchase the remaining 50% from Chester A. Thompson, Cleveland broker, for $20,000.

The FCC first claimed the Thompson half-ownership interest was not bona fide, held a hearing last September and raised the issue of local monopoly of all media of expression. Then it ordered a hearing on license renewal, consolidating this with the stock transfer issue, and after several postponements fixed June 2 as the date.

XUM


BUYING POWER
is Soaring in Detroit
WWJ, more thoroughly than any other radio station, reaches the buying power homes of the Detroit market.
WWJ
National Representatives
George P. Hollingbery Company
New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Advertising, Facing Big Task, Said to Deter Price Increases

AAAA Convention Hears Relation of Expansion in Production Facilities as Result of Defense

ADVERTISING'S role in maintaining the high American standard of living during and following the defense period was described by Atherton W. Hobler, president of Benton & Bowles, New York, and chairman of the board of the AAAA, at the association's 24th annual convention in Hot Springs, Va., May 2.

"Subject to direct defense needs," he stated, "the economic and social life and structure of this country must be maintained as close as possible to the normal manner to which we have long become accustomed. Such normalcy carries with it success—success for the defense program as well as success for democracy. For us to attain reasonable normalcy, advertising as an integral part of our economy plays an important role."

Keeps Prices Down

Advertising, he declared, helps to keep prices down, as advertised products are generally resistant to price increases; advertising helps maintain morale by supporting radio, newspapers and magazines, which provide information and entertainment; it helps in creating and maintaining normal business activity, employment and wages.

Advertising can help to prevent needless interruptions in the normal manner of life by informing consumers of new products created to replace those curtailed by defense demands, and it can, by continuing to stimulate sales and thus to maintain our high level of income, make it possible for the fiscal needs of the Government to be readily met, Mr. Hobler added.

Smith Elected

Mr. Hobler was succeeded as chairman of the AAAA board by Guy C. Smith, executive vice-president of Brooke, Smith, French & Dorrance, New York and Detroit. John Benson was re-elected president of the AAAA, and will serve a four-year term.

In accepting his nomination Mr. Smith said advertising faces the most tremendous task in its history as a result of expansion of production facilities resulting from the defense program. The end of the war, he said "will find America with a production capacity far beyond anything previously dreamed. And it is my belief that if this capacity is to be constructively used for the benefit of the people as a whole, it will be because the production, flow and use of consumer goods is stimulated by advertising in volume and power far beyond anything seen in this country before."

Election of Mr. Smith was in recognition of long activity in AAAA affairs. He served as both secretary and vice-president of the organization. He was one of the original advertising agency trustees of the Advertising Research Foundation, a joint enterprise maintained by the Assn. of National Advertisers and the AAAA. This institution has been responsible for much of the advanced research being done in advertising and merchandising.

Other officers included:

B. B. Geyer, president of Geyer, Cornell & Newell, New York, vice-president; Wilbur Van Sant, president of Van Sant, Dugdale & Co., Baltimore, secretary, and E. DeWitt Hill, vice-president of McCann-Erickson, New York, treasurer (re-elected).

Executive Board

Also named to the executive board were:

Members-at-large, terms to expire 1944—Mr. Hobler; William Reydell, vice-president of Newell Emmett Co., New York; Leo Burnett, president, Leo Burnett Co., Chicago, and Edward Lasker, first vice-president and general manager, Lord & Thomas, New York, elected for two years to fill unexpired term of Don Francisco, resigned.

These members at large continue: F. R. Feeland, vice-president and treasurer, BBDO, New York; Gilbert Kinney, senior vice-president and treasurer, J. Walter Thompson Co., New York, and Chester J. LaRoche, president, Young & Rubicam, New York (terms expire 1942), and Ernest V. Alley, partner, Alley & Richards Co., Boston, and Allen L. Billingsley, president, Fuller, Smith & Ross, Cleveland (terms expire 1943).

Board members representing councils, named for one-year terms. include: New York Council, D. E. Robinson, general manager, Federal Adv. Agency, New York; New England Council, Harold Cabot, president and treasurer, Harold Cabot & Co., Boston; Atlantic Council, M. E. Goldman, partner, Aitken-Kynett Co., Philadelphia; Central Council, John M. McDonald, treasurer, Buchen Co., Chicago; Pacific Council, William H. Horseley, president, Pacific National Adv. Agency, Seattle.

Spots for Cubs

NATIONAL BISCUIT Co., New York, promoting the cereal Cubs, is using a five-minute period six times a week on the *Musical Clock*, WBBM, Chicago; participating announcements five times a week on *Mrs. Page's Household Hour* on WJR, Detroit; and on *Mrs. Farrell's Kitchen*, WFBM, Indianapolis. Agency is Federal Adv. Agency, New York.

Eldon Park to Army

ELDON A. PARK, assistant sales manager of WLW, Cincinnati, a reserve officer in the Army since 1930, has been summoned for active duty. Park, who is a first lieutenant, is scheduled to report May 29 to Camp Davis, Hollyridge, N. C., anti-aircraft training center. Married and father of an infant son, he has been an executive of WLW for the last 11 years.

Mr. Park

NEW COMMERCIALS BY AMERICAN HOME

AMERICAN HOME PRODUCTS Co., Jersey City, with the start of the insecticide season is shifting commercials on some of its daytime serials to Black Flag and Flyded, distributed by the subsidiaries, A. S. Boyle Co. and Midway Chemical Co., Jersey City.

From the first week in June until September, *Just Plain Bill* (Anacin and Bisodol), NBC-Blue 3:45-4 p.m.) will be heard Thursdays and Fridays for Black Flag; *Romance of Helen Trent* (Edna Wallace Hopper cosmetics and Kolynos dental cream, CBS, 12:30-12:45 p.m.), will be on five days a week for Flyded; *Our Gal Sunday* (Anacin, CBS, 12:45-1 p.m.) will advertise Black Flag Thursdays and Fridays. One-minute announcements also will be used twice weekly for the insect powders at the conclusion of *John's Other Wife* (Old English Wax, NBC-Blue, 3:30-3:45), and thrice-weekly at conclusion of *Mr. Keen, Tracer of Lost Persons* (Kolynos dental cream, NBC-Blue, 7:15 - 7:30 p.m., Tues., Wed., Thurs.).

Company also started on April 30 one-minute announcements thrice-weekly for Flyded on the following southern stations: KARK WTAR WOAI WJDX WSJS WSPA WWVA WRDW KWKH WBIG WSAZ. The two accounts are handled by John F. Murray Adv. Agency, New York.

Lorillard Changes

P. LORILLARD Co., New York, has renewed its half-hour weekly quiz programs for Sensation cigarettes on the Colonial and CBS Pacific networks. The transcribed quarter-hour short short story broadcasts on 25 stations are being cancelled as contracts expire, and *Army Camp News*, five-minute program broadcast five times weekly on WFBL, Syracuse, goes off May 9. Schedule for Ripple tobacco has been expanded with 100-word announcements six times weekly placed on five additional stations—WFAA, Dallas; WRUF, Gainesville; WTOC, Savannah; WMAZ, Macon; WAYX, Waycross. For the new king size Beechnut cigarette, company is using six announcements weekly on *Make Believe Ballroom* on WNEW, New York. Lorillard agency is Lennen & Mitchell, New York.

AYLESWORTH NAMED TO CULTURAL POST

APPOINTMENT of Merlin H. Aylesworth, formerly president of NBC, as head of the radio section of the Communication Division of the Coordinator's Office was announced last Thursday by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations between the American Republics. He succeeds Don Francisco, who recently was named chief of the Communications Division to follow James W. Young, formerly chief of the Bureau of Foreign & Domestic Commerce, resigned [BROADCASTING, April 28].

Mr. Aylesworth, who has long been interested in shortwave broadcast service to the other American republics, was first head of NBC, serving as its president from the network's start in 1926 until 1936. From 1932 to 1936 he was president of Radio Keith Orpheum Corp. He resigned in 1936 as president and chairman of the board of RKO and president of NBC to join the management of Scripps-Howard Newspapers. In 1938 Mr. Aylesworth became publisher of the *New York World-Telegram*, resigning Jan. 1, 1940, and subsequently maintaining his own offices in New York.

Sales of Campbell Soup Reveal Local Increase, Traced Direct to Radio

AN INCREASE of 74.8% in sales of Campbell Soup products in a St. Augustine supermarket has been traced directly to promotion of the products on CBS programs, according to a survey made in April by Glenn Marshall Jr., president and general manager of WFOY, CBS outlet in St. Augustine since June 16, 1940.

The survey compared sales figures for the first third of 1940 when CBS did not broadcast in that area with the first third of 1941 when WFOY started broadcasting the three CBS programs, *Campbell Playhouse*, *Lany Ross* and *Amos 'n' Andy*.

The management of the Daylight Grocery Co., supermarket reporting the increase, stated that space advertising in other media had not been increased from 1940 to 1941, and that certain Campbell soups, such as Chicken Gumbo, now a leading product, had virtually no sales prior to the radio advertising. Ward Wheelock Co., Philadelphia, is the Campbell agency.

RCA Los Angeles Fire Causes $250,000 Loss

SPECTACULAR fire early last Thursday morning destroyed a one-story RCA Mfg. Co. warehouse at 1041 North Orange St., Hollywood with loss estimated at $250,000. According to G. A. Toepperwei, plant superintendent, more than 250,000 finished records were ruined.

Firemen fought the blaze three hours and succeeded in preventing it from spreading to adjoining office buildings, one of which houses RCA offices. The blaze apparently started in an incinerator in the rear of the warehouse.

COME!

BIG POW-WOW

SUITE 648-52

says Chief Engineer

Western Electric
GraybaR
FM
Synchronized
Distributed by GraybaR
Western Electric

Graybar and Western Electric tribes to pitch wigwam in Suite 648-52, Hotel Jefferson, St. Louis for N.A.B. Convention. Come up and meet all braves. Have plenty talk. Get plenty information.

Western Electric

DON'T ASK YOUR ENGINEER . . . SEND HIM

NBC's Shortwaves On Wartime Basis

Will Add New Personnel and Go on 24-Hour Operation

IN PREPARATION for 24-hour daily operation of NBC's shortwave transmitters, heads of the network's foreign language broadcasting groups were ordered to submit by the end of last week lists of the additional personnel that will be required for full-time operation on a wartime basis.

The extra broadcasters in English, French, German, Italian, Spanish and Portuguese, as well as supervisors and editors, will increase the present staff of 60 plus to about 100, it was estimated. Hiring will start immediately and it is expected that the full-time international broadcasting will get under way in about three weeks.

Uncolored News

Expansion of this foreign service, said to have been instigated by the State Department, will add five hours a day to NBC's broadcasts to Europe. At present the shortwave schedule calls for transmission to Europe from 7 a.m. to 4 p.m., New York Time, and for transmission to Latin America from 4 p.m. to 2 a.m. New schedule will start the European transmission at 2 a.m. and will provide a morning service for European shortwave set-owners, who have heretofore had no programs from NBC before afternoon in Europe.

Programs during these additional hours will feature news of the world, broadcast without color or censorship but selected to inform the nationality at whom it is beamed of the true status of its military and diplomatic activities as reported objectively by American press associations.

Live talent, especially prominent refugees who can speak to their homelands, will be widely used, it was stated, in contrast to the recorded entertainment commonly used by European shortwave stations.

NBC's two stations, WNBI and WRCA, usually broadcast with 50,000 watts each on different frequencies, although carrying the same program, thus giving the listener two chances of tuning in and insuring against interference on either band. Recent experiments in having both stations broadcast on the same frequency has shown, however, that the resulting signal is equal to that of a 100,000-watt transmitter, and it is planned to use this strengthened signal for at least a portion of the new schedule.

With the augmented staff, the international division is being moved to larger quarters. John F. Royal, NBC vice-president in charge of international relations, supervises the division's activities.

As a first step toward its increased service to Europe, NBC on April 28 started two new daily news programs, one in Portuguese and one in Spanish.

DODGER GAMES involve all these well-known figures in the radio and sports world. They got together at a knothole dinner at the start of the season. Present were (l to r), standing: Bill Slocum, baseball coordinator for General Mills; Eugene Thomas, sales manager of WOR, New York; Al Helfer and Red Barber, play-by-play broadcasters; Ken Fickett of the Wm. Esty agency handling Lever Bros. (Lifebuoy) account; Robert DeVany, handling baseball broadcasts in the East for Knox Reeves, sports agency for General Mills (Wheaties). Seated: Larry MacPhail, head of Brooklyn club; T. C. Streibert, WOR, v-pres., general manager.

Big Announcement Drive Opens U. S. Bond Sales

MORE than 5,000 separate announcements heralded the beginning of the Government's Defense Saving Bond drive April 30. The Radio section of the bond drive, headed by Vincent F. Callahan, estimated that every station in the country participated in some way in announcing the drive. President Roosevelt spoke over all national networks the night of April 30 and urged everyone able to purchase either a bond or war savings stamps.

Announcements urging participation in the bond campaign will be carried by practically every network commercial and will be heard on many station breaks. In addition, the radio section is planning a number of special features.

Iowa Soap's Plans

IOWA SOAP Co., of Burlington, Ia., and Camden, N. J., absent from the radio for more than five years, has started a test radio campaign April 28 on KYW, Philadelphia, for its *Magic Washer* granulated soap. Thrice-weekly participations for 13 weeks on Ruth Welles women's shows are being used. Radio was dropped when a silverware premium was adopted for the soap. While the premium is being continued, radio is being tried by the new agency handling the account in belief that added sales will justify the added advertising expenditures. If the test is successful, participating shows on stations in the Eastern area will be added. Agency is James G. Lamb Co., Philadelphia.

Satevepost on 27

CURTIS PUBLISHING Co., Philadelphia, is sponsoring one-minute transcribed announcements for the *Saturday Evening Post* on 27 stations. Announcements are heard 9 times each week. BBDO, New York, is agency.

New N. C. Regional

BURLINGTON, N. C., a community of 12,000, was awarded a new 1,000-watt daytime station when the FCC April 29 granted a construction permit to Alamance Broadcasting Co. to operate on 920 kc. The new station has already signified its intention of being an MBS outlet. Ownership rests in 27 stockholder, 26 local citizens, with no individual holding more than one-fifth of the stock. Paid in capitals totals $23,300, President is V. Wilton Lane, proprietor of a dry cleaning company, with R. R. Isenhour, manager of the local Penny Store, as vice-president, and Ben V. May, hosiery manufacturer as treasurer. Secretary and counsel is Thomas D. Cooper, city attorney.

Spots for 'Citizen'

RKO RADIO PICTURES, New York, will use considerable radio in the promotion of the much discussed Orson Welles' picture, *Citizen Kane*. Company has placed in New York through Lord & Thomas, that city, two announcements on *Nancy Craig*, WJZ; two announcements on *Woman's Page of the Air*, WABC; four five-minute programs on WEAF; 14 chainbreak announcements on WOR. As the movie is booked in other cities, announcements will be placed through Donahue & Coe, New York.

Fox Film Spots

TWENTIETH CENTURY-FOX FILM Corp., New York, is promoting the *Great American Broadcast* in New York with five half-minute announcements on WQXR, 10 on WNEW, nine on WMCA, five on WINS, eight on WHN; and in Jersey City with nine one-minute announcements on WAAT, and six on WHOM. Kayton-Spiero Co., New York, is agency.

J. W. STRICKLAND, formerly head of Poster Sales & Advertising, New York, and previously radio director of Addison Vars, Buffalo and New York, has joined the sales department of the American Network, new FM organization in New York.

Tax Group Studies Radio Tax Scheme

Proposal for Franchise Levy Would Be Based on Power

GROWING indication that a franchise tax on radio stations may develop as part of the Federal Government's new tax program appeared this week as public hearings on the proposal to raise $3,600,000 in new taxes were started by the House Ways & Means Committee.

The proposed franchise tax came up for discussion at hearings last Tuesday when it was advanced by Rep. Sauthoff (Prog.-Wis.) as a possible source of defense revenue. Also it was revealed that the Joint Committee on Internal Revenue Taxation, directed by C. F. Stam, was considering the franchise tax idea.

Although Rep. Sauthoff made no recommendation as to the amount of the proposed franchise tax, he indicated it should be levied on the basis of licensed power. He said he opposed any tax of this kind based on gross income, although it might be levied on a net income basis.

The latter basis is advocated in the proposal espoused by John B. Haggerty, president of the International Allied Printing Trades Assn., under which radio stations would be called upon to pay a franchise tax ranging from 10 to 20% of their net income [BROADCASTING, Feb. 24].

Mr. Stam indicated to BROADCASTING that while the radio franchise tax proposition is being studied at the request of several members of Congress, not enough information is yet at hand to indicate what form such a tax might take.

No Axe To Grind

Emphasizing that he has no axe to grind with radio, Rep. Sauthoff pointed out to BROADCASTING that the franchise tax on radio stations is not a new idea with him, since he advanced the idea originally as far back as 1935. He explained that such a tax now appears, more than ever, to be a possible source of Federal revenue when defense funds are needed. He indicated that he knew nothing of Mr. Haggerty's proposal.

"If the Government would give me a 5,000-watt radio station, I'd be willing to split the net income with the Government on a 50-50 basis", Rep. Sauthoff declared.

Maintaining that the income surtax schedule suggested previously by the Treasury Department [BROADCASTING, April 28] would put a heavy burden on citizens with incomes up to $5,000, Rep. Sauthoff said he felt a radio franchise tax, along with other proposals such as boosting the price of newspaper distribution by mail, would effectively relieve the burden on this income group.

Appearing before the Ways & Means Committee last Thursday, Milton Diamond, counsel for Decca Records Inc., urged committee opposition to the Treasury Department's recommendation for a 10% excise tax on phonograph records.

With your CUSTOMERS in Oklahoma City

IT'S WKY

3 TO 1

AND ON THIS SIDE OF THE COUNTER

4 Out of 5 Prefer WKY!

• WKY gets action and enthusiasm on BOTH sides of retail counters in Oklahoma. Daytime listeners in Oklahoma City listen to WKY 3 to 1 over any other station. In fact, more persons in Oklahoma City are listening to WKY morning, afternoon and evening than to ALL THREE other stations combined. (Ross-Federal survey.)

And among dealers in Oklahoma, the preference for WKY is equally decisive. Because 4 out of 5 of its 550 dealers preferred WKY, Superior Feed Mills, for instance, is now in its fourth consecutive year of amazingly successful daily programs on WKY. Feed dealers, home appliance dealers, retail druggists and dealers in many other fields have shown similar decisive preference for WKY time after time because WKY gets the thing done in which they and YOU are most interested. WKY sells!

WKY

OKLAHOMA CITY

NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA
PUBLISHING CO. – THE OKLAHOMAN & TIMES
THE FARMER-STOCKMAN – KVOR, COLORADO
SPRINGS – KLZ, DENVER *(Affil. Mgmt.)*
REPRESENTED BY
THE KATZ AGENCY, INC.

CRC and Strikers Remain at Impasse

Group of Masters Removed at Order of Local Court

COLUMBIA RECORDING Corp. executives and striking Hollywood employes continue to mark time, with each side insisting any move to reopen negotiations must be initiated by the other. The United Electrical, Radio & Machine Workers announced that any future parley with the company would have to come before the general membership instead of a negotiating committee [BROADCASTING, April 21, 28].

Secure Master Plates

Davis & Schwegler, Hollywood transcription production unit, which services Keystone Broadcasting System (transcribed network), on April 25 secured a claim and delivery court order for master stamp plates at the Columbia plant. When officers passed through the picket line to remove the plates, union officials protested to Undersheriff Clem Peoples that an effort was being made to use his office as a strike-breaking agency.

Although Peoples explained his office was required to carry out court orders, it is understood he agreed to notify the union of such future moves. With CRC clients using legal maneuvers such as those employed by Davis & Schwegler, unionists have made arrangements to block use of other establishments for the making of additional pressings. They stated that both RCA-Victor and Allied Record Mfg. Co. have agreed not to handle any CRC work during the strike.

Chicago Stations Merge In Handling Free Time

LATEST cooperative venture of Chicago radio stations is the Radio Public Service Council, comprising program directors, educational directors and station managers as well as representatives from Northwestern U, Chicago U and the Radio Council of the Chicago Public Schools.

Meeting monthly, the group will consider problems and practices of handling requests for time from pressure groups; the setting up of a clearing house arrangement for the allocation of time on the air to such groups, and a central agency to handle publicity relative to public service and educational programs.

Members are: Judith Waller, NBC; Lavinia Schwartz, CBS; Harriet Hester, WLS; Myrtle Stahl, WGN; Doris Keane, WHIP; Miles Reed, WCFL; Arnold Hartley, WGES; Bradley Eidmann, WAAF; Al Hollender, WIND-WJJD; Harold Kent and Luella Hoskins, Radio Council, Chicago Public Schools; Parker Wheatley, Northwestern U, and Sherman Dwyer, Chicago U.

KYW, Philadelphia, has subscribed to Reuters, British news service, on an experimental basis. The station is already taking UP and AP.

Recalling $350,000 of Circus Spending In Papers, NAB Acts to Check Free Time

CITING the $350,000 expenditure for newspaper advertising reportedly being made this year by Ringling Bros. and Barnum & Bailey Combined Shows, the NAB last Friday called upon radio stations over the country to cooperate in an effort to convert circus managements to the use of commercial broadcast time and to stop the "free-time abuse" now in practice by such shows.

The NAB also asked stations to send to the NAB Department of Broadcast Advertising success stories of commercial programs sponsored by circuses or other amusement enterprises, to be used in presenting radio's case to circus executives.

Lesson from Press

Pointing out that it took the newspaper industry years to sell the idea of paid-space advertising to circus press agents, the NAB declared that radio stations can speed up the idea of sponsored circus broadcasts by profiting from the newspapers' early example.

"As the circus rolls this year, it's certain that radio stations everywhere will be asked to broadcast sustaining special events programs, plugging the circus and covering such activities as the arrival and unloading, the parade, erection of the big top, etc., as well as interviews with star performers", the NAB stated. "Usually, when asked to purchase this time, the advance contact man states that he has no authority to place orders for commercial advertising, but that in a few days he will be followed by an advertising man, and that evidence of cooperation on the part of stations will have a bearing, etc., etc.

"Circuses and other traveling shows will begin to use radio widely on a commercial basis, it is believed, only after stations have presented a united front for one season or two by discouraging the free-time abuse for disguised commercials."

Plan Polish Hookup

PLANS for a special network of 17 stations, as yet not selected, are being formulated to carry the *Rosary Hour*, foreign language series in Polish, of Father Justyn, a Buffalo priest, this fall. Present series on 17 stations concluded April 17. Fall series will run from Nov. 2 to April 26, 1942. Father Justyn has been on the air 15 years, first appearing in 1926 on WEBR, Buffalo. In 1931 he organized the *Rosary Hour*, placing it on a chain of six stations in the Great Lakes area and gradually expanding each year to 17 stations. Forjoe & Co., New York foreign language representatives, is assisting Father Justyn in the placements.

NEWBY, PERON & FLITCRAFT, Chicago agency, has stipulated with the Federal Trade Commission to cease certain advertising representations for Respirine, product of its client, Albert Labs., Chicago, according to an FTC announcement last Wednesday.

Fly by Night

INJECTING a bit of additional excitement into the busy days of FCC Chairman James Lawrence Fly, a thief last Tuesday evening made off with the Chairman's week-old DeSoto coupe. The car had been parked on Washington's busy Constitution Ave., near the FCC, when Mr. Fly returned to his office for some night work. Although the car was found in the city by police the following morning, the thief had run it into a tree and bent up the entire front. However, this incident appeared mild compared to the night several years ago when Mr. Fly, then general counsel of the Tennessee Valley Authority, was forced at gunpoint to give up his car to a pair of footpads.

THEY WERE IN THE ARMY THEN

One of a Series

MANY AN AGENCY account executive knows these station officials, all prominent on the commercial side of radio, who looked like this when they served Uncle Sam in World War I. For pictures of what they look like today and summaries of their war records, see page 34.

Red, White and Blue Net Proposed for Stations Adjacent to Army Camps

CREATION of a "Red, White and Blue network" by stations adjacent to Army camps has been recommended in a special transcription now being distributed by the War Department.

Taking part in a round-table discussion of the "network" on the disc are Brig. Gen. J. A. Ulio, assistant adjutant general and head of the Morale Branch, Edward M. Kirby, civilian advisor for radio to the department, and Capt. Gordon Hittenmark, of the Radio Section of the Morale Branch.

Purpose of the "network" would be to include in early morning programs on stations serving camp areas news of interest to soliders, music appealing to the troops and general information of a helpful nature.

Capt. Hittenmark, announcer of an early morning program on WRC, Washington, has included a feature of this type on his own program for the last several months. Previously Hittenmark directed his program to the midshipmen at Annapolis as well as soldiers and Marines at nearby posts. The program has been highly praised by War Department officials in Washington for its obvious morale building and on Hittenmark's recommendation it was decided to enlist aid of other stations.

CONTRACT BREACH SUIT AGAINST WIP

CHARGE of breach of contract was entered in the Philadelphia Court of Common Pleas against the Pennsylvania Broadcasting Co., operator of WIP, by Philip B. White, trading as P. B. White & Co., local clothier, who charges WIP cancelled its contract with the company early in April to clear time for an MBS commercial.

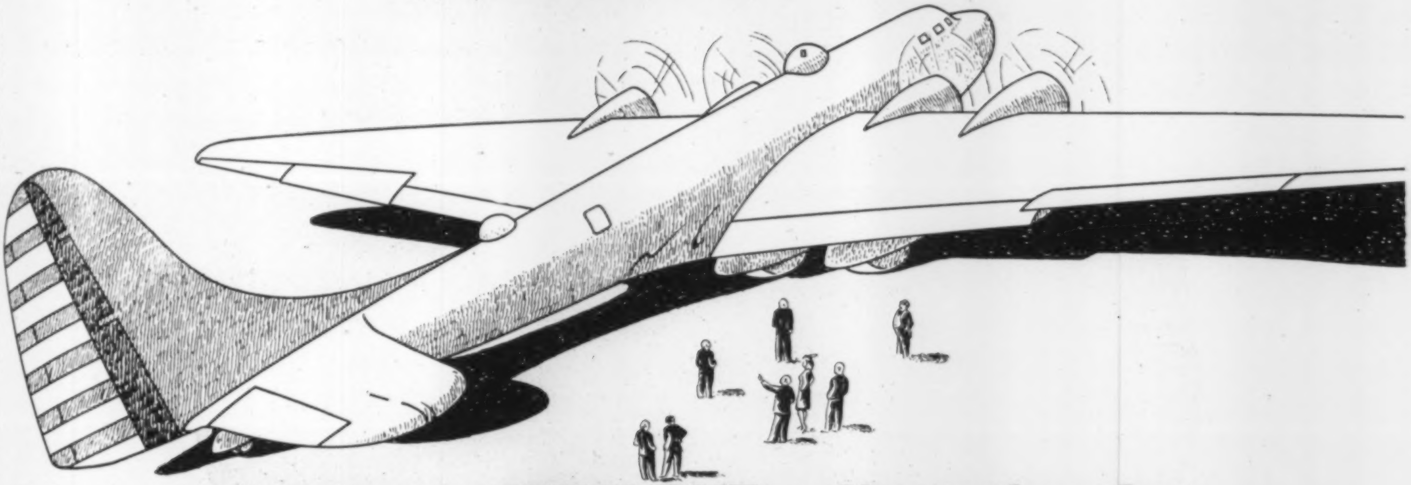
For the last 4½ years the clothing house has sponsored Tom Rocap's *For Men Only*, a daily quarter-hour recorded show, and an hour program on Sundays. Radio was the only advertising medium used. Although the P. B. White contract for the radio time was cancellable, the attorneys bringing the action base their claim on the allegation that it was not cancelled in accordance with the contract.

According to counsel, the damages asked will be high since they will be accumulative over a long period during which it is contended the plaintiff will be without the benefit of its sole advertising medium.

Clothing Firm Plans

ZEEMAN CLOTHING Co., Los Angeles (retail chain), devoting more than 90% of its advertising appropriation to broadcasting, is sponsoring a daily quarter-hour newscast on KECA, and a weekly 15-minute program titled *Cabbages & Kings* on KFI. In addition thrice-weekly participation in *Knox Manning's Morning News* is being sponsored on KNX. Firm will expand coverage shortly to include other stations. Agency is Lockwood-Shackelford Adv. Agency, Los Angeles.

There's Only ONE DOUGLAS B-19



And there's ONLY ONE radio station that blankets the Scranton market (17th largest in U.S.A.)

that's **WGBI**

Biggest of the super-bombers, that's the new Douglas B-19. Which, in a way, makes it akin to WGBI, biggest and most powerful radio station in the prosperous Scranton–Wilkes-Barre Market. Like the B-19, WGBI has a tremendous range. For example, it's the *only* station heard throughout this market . . . the *only* regional or clear channel station serving an industrial population of 652,000. A Dr. Starch and Staff survey proved that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county are regular WGBI tuner-inners.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
National Representatives

SCRANTON BROADCASTERS, Inc.

Frank Megargee, **Pres.**

SCRANTON
PENNSYLVANIA

Merchandising and the Rate Card

Special Rate Cards Are Suggested as Solution

By BARRON HOWARD
Business Manager
WRVA, Richmond

TO MERCHANDISE or not to merchandise! That question has been discussed pro and con, and vice versa, for some months. It's slated for a frank going-over at the NAB convention next week. In a discussion of merchandising from the sponsor's viewpoint, Clair Heyer exhaustively analyzed the subject in these columns last week. Barron Howard, of WRVA, read the piece last Monday and within a couple of hours the adjoining article was in the mails. Barron looks at it from the station viewpoint, and tells why this merchandising business can get out of hand.

Mr. Howard

IN ANY OBJECTIVE look at so-called merchandising, two significant facts become immediately apparent: Should radio stations become full-fledged merchandising companies as well as advertising media, the client will have to pay the bill in one way or another; and, ethics and business principles will have to be developed for the sale of merchandising services just as they have been for radio time.

The first necessity is a definition of terms. The line between publicity and merchandising is admittedly a debatable one and it is just this room for debate that creates confusion and puts the broadcaster at a disadvantage. Where such a danger zone exists, sound business practice and self-protection require well thought out policies, rigidly fixed in advance and applied equally to all comers. Obligations undertaken under pressure of a big contract are frequently regretted.

A Definite Policy

Of course, each station must set its own policy. The important thing is that it must have a definite policy and that the advertiser know well in advance just what he can buy with his money. For the purposes of this article, the field falls apart on a sharply divided line: Publicity, or promotion of a station and program schedule to listeners and potential listeners; and merchandising or promotion of a specific product or program to, or through, the trade. These are the definitions with which we shall work.

At the moment most radio stations are engaged in the business of selling listeners at so many thousand-per-dollar, together with all necessary equipment and service required to build and maintain that audience. It is understandable that many stations have found it desirable to include publicity services as part of the job of maintaining an audience and have made provision for such services in operating costs, reflected in the rate card.

Such publicity might include program resumes, newspaper highlights, program building announcements, mats to newspapers and, perhaps, listener bulletins. All routine publicity methods used by the station and available to all clients automatically might be included in this classification.

Decidedly not included would be special product announcements, series of announcements used in connection with a special selling drive by a client, window displays on individual programs, calls on dealers, soliciting orders or any other promotion devoted to specific programs or products beyond that allowed by regular station routine. These items enter the field of merchandising and start the station on a program of expansion in a business field distinct for that of radio station operation.

Let it be understood that there is no objection to the entry of any person into the field of merchandising, even if that person also happens to operate a radio station. It is also understandable that a station may carry a rate higher than ordinary broadcasting circumstances justify and include other tangible services with radio time to make up the balance to the advertiser.

In either event, the advertiser is purchasing two separate services and has a right to know the true condition and that the cost of the secondary service, whichever it might be, is justified.

Sense of Proportion

Completely aside from the ethical position of the industry and the vicious competitive potential, there seems to be a tendency to award merchandising by stations a position in the scheme of things that gives it an importance out of all proportion to actual fact.

While many stations carry on sustained and valuable publicity activity, it is doubtful that most so-called station merchandising is much more than a flash-in-the-pan—the Christmas wrappings and cellophane bow on the package. This does not include those comparatively few stations, of course, which feature a complete department with trained merchandising personnel and charge for it in their rates.

We are thus threatened with the abnormal situation in which $25 worth of apparently free service might be the deciding factor in a $5,000 advertising schedule. It is a false premise to expect or to permit our stations to be judged on such a basiş and it is doubtful that many important advertisers will use any such distorted yardstick.

Selling a Service

Certainly the NAB cannot tell a station operator whether or not he may engage in the merchandising business, nor limit the extent of such an operation. The NAB can and should adopt the position that merchandising service is a business just like radio, in that it sells a specific service, at cost, plus a reasonable profit. Once we accept this understanding, it becomes plain that there must be some ethics in the business . . . that is, set prices and published policies.

This, then, is the path the industry can follow with honor to itself: Take the position that our merchandising policies be given the same ethical position as our rate cards, published and available to all who would look. The merchandising policy should no more be tampered with to get a specific piece of business than the rate card.

There was a time when many rate cards represented the starting point for a bargain. Merchandising will adopt the same resolution.

INSURANCE SPONSOR signs a 52-week contract, effective May 2, for the weekly half-hour Western comedy-drama, *Grandpappy & His Pals* on 23 NBC Blue stations, Friday, 8-8:30 p.m. (PST) as Minnie Hiner, grand guardian of the Neighbors of Woodcraft, fraternal and insurance order, pens the necessary document in her Portland, Ore. office. Contract marks one of the largest network deals ever closed on the Coast for full Western coverage. Around Miss Hiner are gathered (l to r) Arden X. Pangborn, manager of KGW-KEX, Portland, where the series will originate; A. E. Cole, executive of Mac Wilkins & Cole Inc., Portland agency servicing the account; and Showalter Lynch, vice-president of Mac Wilkins & Cole in charge of radio, who will supervise production of the programs. The fraternal and insurance order for the past year has sponsored, *Good Morning Neighbor*, on 31 Don Lee stations.

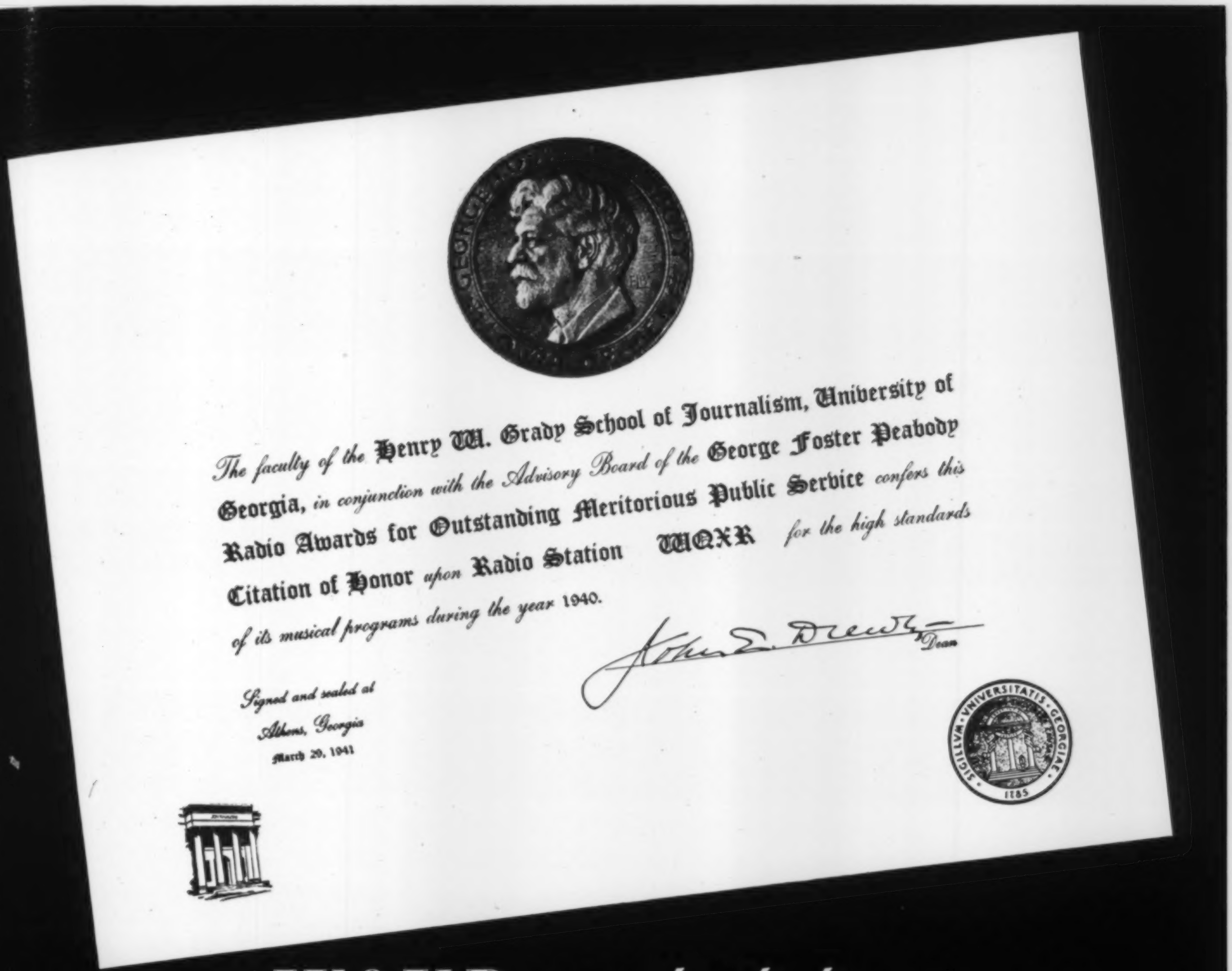
Mars Candy to Sponsor Junior Quiz on the Red

MARS Inc., Chicago (Forever Your's candy bars) on May 11 replaces *What's Your Idea* on 28 NBC-Red network stations, Sundays 6:30-7 p.m. (CDST) with *Dr. I. Q. Jr.* The new program is designed primarily for the juvenile audience and is patterned after the weekly *Dr. I. Q.* series heard Mondays 10-10:30 p.m. (CDST) for the same sponsor, also on the Red network.

James McClain, now Dr. I. Q., will also be the m.c. on the new series. Both shows will originate in the same city. *Dr. I. Q. Jr.*, however, will be confined to broadcasting studio auditoriums, while the other show originates in theatres.

In addition to cash awards, the amount of which had not been determined as BROADCASTING went to press, merchandise such as bicycles will be awarded those answering questions correctly. If contestants miss, however, the awards go to those who have submitted the questions.

New promotional idea to be inaugurated with the start of the children's programs will be the awarding of 10 completely equipped club houses to groups collecting largest number of wrappers from the sponsor's product. It is expected an equal number of houses will be awarded at the conclusion of each 13-week series. Sponsor will arrange to have the club houses built on property owned or secured by the groups participating in the contests. Equipment will include such things as ping pong tables, sewing outfits, baseball uniforms, tea tables and sets, boxing and other indoor sporting material. Agency is Grant Adv., Chicago.



The faculty of the **Henry W. Grady School of Journalism, University of Georgia,** in conjunction with the Advisory Board of the **George Foster Peabody Radio Awards for Outstanding Meritorious Public Service** confers this **Citation of Honor** upon **Radio Station WQXR** for the high standards of its musical programs during the year 1940.

John E. Drewry, Dean

Signed and sealed at
Athens, Georgia
March 20, 1941

1785

To WQXR... a high honor for a great station

WQXR is recognized as having one of the most discriminating audiences in radio, an audience of music lovers. World salutes WQXR for the "high standards of its musical programs," so fittingly recognized in the important Peabody Citation ★ Along with the distinguished WQXR orchestra and other splendid talent appearing in person before this station's microphones, World has been happy to contribute a wide variety of music recorded by the World Wide Range vertical-cut method ★ This musical library is known as World Program Service and fills an important role in the program departments of 225 stations around the world ★ In serving as WQXR's sole transcription library, World acknowledges both a great responsibility and a great privilege.

WORLD BROADCASTING SYSTEM *New York · Chicago · Hollywood*

Wallace Heads Speaker's List For NAB Meeting at St. Louis

Mellett, Gen. Richardson, Fly, Ethridge Slated; Industry Topics Also Will Be Considered

THE NATION'S No. 2 personality—Vice-President Henry A. Wallace—heads an imposing list of headliners on the Washington scene who will address the 19th NAB convention at the New Jefferson Hotel in St. Louis, May 12-15. An over-all attendance of approximately 1,000 is estimated by NAB convention officials.

Among other officials definitely scheduled are Lowell Mellett, head of the Office of Government Reports and chief public relations advisor to the President; Maj. Gen. Robert C. Richardson Jr., chief of the public relations branch of the Army; FCC Chairman James Lawrence Fly; Mark Ethridge, Louisville publisher-broadcaster now assigned by President Roosevelt to a policy survey of radio, and Comdr. H. Ray Thurber, assistant director of public relations of the Navy.

While full details on the topics of the main speakers have not been divulged, the Government spokesmen will emphasize national defense and the part radio is playing and is destined to play in the war emergency.

Vice-President Wallace, a former Secretary of Agriculture and an erstwhile farm paper publisher, has more than a cursory knowledge of broadcasting. He is an accomplished radio speaker.

Messrs. Mellett, Richardson and Fly already have indicated they will discuss radio and national defense, per se.

Questions that repeatedly have arisen regarding impending censorship for both radio and the press, unquestionably will be aired during these addresses.

Though the war outlook overshadows, the tentative agenda for the convention is replete with broadcasting business items. Copyright, and the future status of BMI, again will predominate at the business sessions. Col. Willard Chevalier, publisher of *Business Week*, will speak on the place of advertising in a national emergency at the May 15 session.

Business Topics

The much-agitated mandatory daylight saving time issue, merchandising, code amendments, labor and other industry problems are allotted time during the three-day session. There also will be the election of directors at large from the floor, selection of next year's convention city, and amendment of membership classification with respect to dues payments.

The convention will conclude Wednesday night with the annual banquet. Cabaret entertainment will be provided by the networks and St. Louis stations.

Canadians to Come

CANADIANS attending the NAB Convention at St. Louis will include an official delegation from the Canadian Assn. of Broadcasters composed of Glen Bannerman, CAB president; Harry Sedgwick, CFRB, Toronto, chairman of the CAB Board; Joseph Sedgwick, K. C., CAB counsel; and from the broadcasting industry, Harold R. Carson, CFAC, Calgary, and president of All-Canada Radio Facilities; Guy F. Herbert, All-Canada Radio Facilities, Toronto; Roy Thomson, president, and Jack Cooke, general manager of Northern Broadcasting & Publishing Co., Timmins, Ont.

TENTATIVE PROGRAM, NAB CONVENTION

New Jefferson Hotel, St. Louis, May 12-15

MONDAY, MAY 12

Committee Meetings of NAB

Golf Tournament for BROADCASTING Trophy.

NAB Board of Directors Meeting (at night)

TUESDAY, MAY 13

Morning

Opening of Convention Roundtable on National Defense. Speakers, Chairman Fly, Gen. Richardson, Comdr. Thurber, Mr. Mellett.

Luncheon

Speech by Vice-President Wallace.

Afternoon

Meetings of IRNA, NIB, Clear Channel Group, NARBS, Sales Managers.

WEDNESDAY, MAY 14

Morning

Breakfast Roundtables with NAB Department Heads.

10 a.m.

Music Situation.

Afternoon

Music situation (continued), Insurance Committee report, Recording Standards, Daylight Saving Time.

Evening

Open Meeting on Facsimile, Television, FM and International Broadcasting.

THURSDAY, MAY 15

Morning

Breakfast Roundtables with NAB Department Heads.

10 a.m.

Unit Volume Plan; NAB Code; Address by Col. Willard Chevalier on "The Place of Advertising in a National Emergency".

Luncheon

Address by Mark Ethridge.

Afternoon

Labor and other industry problems; election of directors; selection of next year's convention city, reports of Resolutions Committee, and routine.

7:30 p.m.

Annual banquet.

FRIDAY, MAY 16

Meeting of New NAB Board of Directors.

From Columbia

PROGRAM DIRECTOR'S REFUGE would appear to be the lot of WIS, Columbia, S. C., as a checkup shows that four former program directors are on the station's staff in addition to Floyd Rodgers, the present WIS program director. They are (l to r), Glenn Adams, formerly program director of WMRC, Greenville, S. C.; Bob Bingham who was program director of WWNC, Asheville, N. C.; Mr. Rodgers; John Sherman, programmer of WFIG, Sumter, S. C.; and Jim Young, in the same capacity at WJHP, Jacksonville, Fla. Average age of the group is 27 years.

Meeting of Independents Called at NAB Session

WITH THE national defense program and the effect of the newspaper-station divorcement issue described as of "immediate urgency" to independent stations, Harold A. Lafount, president of National Independent Broadcasters Inc., has called a general meeting May 13 of all independently-owned stations at the Jefferson Hotel, St. Louis, in conjunction with the annual convention of the NAB. In a joint invitation signed by Mr. Lafount and Edwin M. Spence, NIB managing director, all NIB members, as well as other independently-owned stations were asked to attend.

The invitation recited that industry problems are multiplying rapidly in number and seriousness. Copyright was described as "far from solved—in fact, it appears more serious than ever". The effect upon independent stations of the forthcoming FCC hearing on newspaper ownership is "of immediate urgency", said the letter, and the part independent stations must play in the national defense program is "vital".

GOLF TOURNAMENT ENTRIES NEAR MARK

ALL PREVIOUS records for entries in the NAB golf tournament for the BROADCASTING Magazine trophy will be broken in the competition May 12 at the Sunset Hill course in St. Louis, according to advance reports from the golf committee.

Thus far, there have been approximately 40 advance entries, as against the record event of last year in San Francisco, which attracted 59 broadcaster-golfers. In addition to the BROADCASTING trophy for the lowest net score, the St. Louis stations will award a trophy for the player shooting the lowest actual score.

The golf committee, comprising Robert J. Richardson Jr., KWK, and J. Roy Stockton, KSD, reports also that there may be a ladies' golf tournament if enough interest is indicated.

Among those already entered for the tournament are Carl Haymond, KMO, Tacoma; Clyde Coombs, KARM, Fresno; F. Waters Milbourne, WCAO, Baltimore; Bill Quarton, WMT, Cedar Rapids; Robert Convey, KWK, St. Louis; Gilmore N. Nunn, WLAP, Lexington; Gerald King, Standard Radio, Hollywood; C. T. Hagman, WTCN, Minneapolis; R. J. Laubengayer, KSAL, Salina; J. B. Rock, KDKA, Pittsburgh; C. L. Thomas, KFRU, Columbia; Hale Bondurant, WHO, Des Moines; Ralph Elvin, WLOK, Lima; Milton B. Barber, KCRC, Enid, Okla.; Jack Field, WPTF, Raleigh; William S. Hedges, NBC, New York; Merrill Lindsay, WSOY, Decatur, Ill.; James L. Howe, WBTM, Danville; Harry Hoessly, C. M. Everson and G. K. Everson, WHKC, Columbus; Leslie C. Johnson, WHBF, Rock Island; Eugene S. Pulliam Jr., WIRE, Indianapolis; Hulbert Taft Jr., WKRC, Cincinnati; Clark S. Luther, KFH, Wichita; John F. Patt, WGAR, Cleveland; J. B. Conley, WOWO, Fort Wayne; George Thomas, KVOL, Lafayette, La.; Earl H. Gammons, WCCO, Minneapolis; Gregory Gentling, KROC, Rochester, Minn.; G. W. Covington Jr., WCOV, Montgomery, Ala.; H. M. Feltis, KOMO-KJR, Seattle.

NAB Convention Plans Are Discussed by BMI

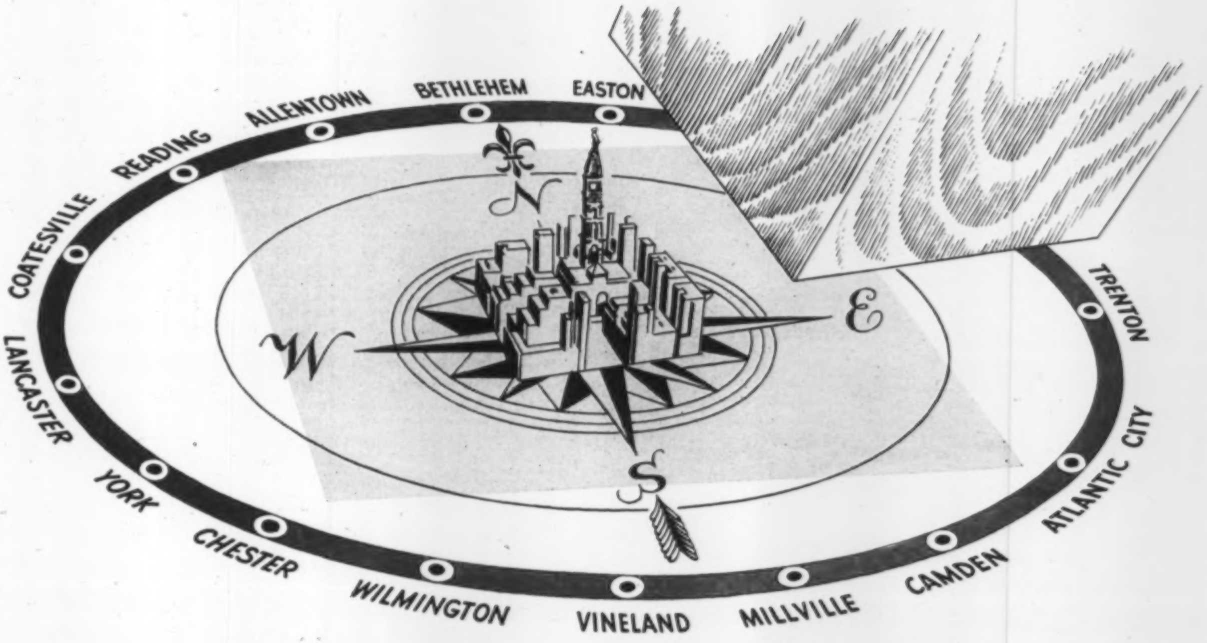
BMI board met in New York April 23 in an extended session devoted chiefly to discussing plans for the NAB convention and plans to make BMI music available on a per-program basis. No action was taken nor any details of the plans divulged, and it was reported that BMI will make no official move toward a per-program plan until ASCAP has brought out its formula for per-program licensing.

Present were: Neville Miller, NAB; Walter Damm, WTMJ; John Elmer, WCBM; Niles Trammell, Mark Woods, NBC; Mefford Runyon, Joseph Ream, CBS; Paul Morency, WTIC; John Shepard 3d, Yankee Network; Theodore Streibert, MBS; Sydney Kaye, Merritt Tompkins, Carl Haverlin, BMI.

Razor Blade Spots

WORLD'S PRODUCTS Co., Spencer, Ind. (Twenty Grand Razor Blades), has started a 13-week spot announcement campaign on WHBF, Rock Island, Ill., WHKC, Columbus, and KGGM, Albuquerque. According to The Phil Gordon Agency, Chicago, which handle the account, other stations will be added.

XUM


EASTON
BETHLEHEM
ALLENTOWN
READING
COATESVILLE
LANCASTER
YORK
CHESTER
WILMINGTON
VINELAND
MILLVILLE
CAMDEN
ATLANTIC CITY
TRENTON
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ARE YOU "SQUARE-PEGGING" THE PHILADELPHIA CIRCLE?

Defense contracts and geography have made the expanding Philadelphia market a gigantic circle of concentrated buying power. Philadelphia and its thriving industrial neighbors within a 60-mile radius *around the compass* are sharing in armament contracts totaling more than $2,000,000,000.

Now the question is, "Are you reaching all of this big, active consumer market? Or is your coverage square-pegged?"

The one sure way to reach all of the Philadelphia market, to cover all of the Philadelphia circle at the one cost is to use the only station that covers it all—WCAU—the only 1A clear channel station in Eastern Pennsylvania, Delaware, Maryland or New Jersey.

50,000 WATTS *IN ALL DIRECTIONS* **WCAU**

Purely PROGRAMS

WITH LONG queues forming at marriage license windows, WSTP, St. Paul is presenting a morning program devoted to hints for the bride-to-be. Called the *Bride's Breakfast*, the program offers a breakfast roundtable of etiquette, fashion and culinary experts who discuss everything about weddings from flowers to color of ushers' neckties. Program also offers a "Bride's Booklet" sent on request to prospective brides, their friends and families.

* * *

Culinary Answers

PROFESSIONAL answers to kitchen problems is the aim of *Kitchen Conversation*, weekly show on WJHP, Jacksonville, featuring the chef of one of Jacksonville's leading hotels.

Youth Problems

PROBLEMS OF YOUTH in the modern scheme of civilization and the relation of these problems to Parent-Teachers' associations will be dramatized in *Looking Ahead*, to be heard on WLW, Cincinnati, starting May 11. Each program will begin by setting a phase of the problem under consideration, in dramatic form. Then Dr. Ada Hart Arlitt, child psychologist, of the U of Cincinnati, will analyze the problem, and her analysis and recommendations will be illustrated by the cast.

Report to Constituents

CONGRESSMEN AND SENATORS of Missouri and Illinois report directly to their constituents from Washington weekly via transcription in a new series started May 3 on KMOX, St. Louis. Representatives of the two States describe legislation pending in Congress, particularly bills affecting the residents of these States. Following the account of Washington activities, the secretary of the St. Louis Chamber of Commerce, reports on legislation pending in the Missouri State Legislature, thus affording listeners complete up-to-the-minute details concerning activities in the national and state capitals.

* * *

Where the Money Goes

GOOD WILL SERIES recently inaugurated on WORL, Boston dramatizes various phases of the year 'round activities of the Community Fund of Greater Boston, showing contributors where their dollars go after the annual drive closes in February. Titled *Sunday Evening Players*, the program debuted with a dramalogue on the Household Nursing Association.

Darts and Dough

A COMBINATION dart and quiz game in which the studio audience and the listeners both participate is been aired as *COD* (Cash on Darts, Collect One Dollar) on CFRB, Toronto. Listeners sending in wrappers of the sponsor's products get one throw at a dart board by a studio audience member for each wrapper sent in, collect 90% of the money won by dart thrower. In the quiz part of the program the studio audience selects questions to be thrown at a board of two experts, with the questioner collecting one dollar for every question the experts miss.

* * *

Rancher & Farmer News

AS A SERVICE to ranchers and farmers of Southern California, KMPC, Beverly Hills, is broadcasting a daily morning program titled *Farm Journal*. Fred Henry, authority on livestock and agriculture, gives market reports, price scales, fluctuations of the various daily commodities on the fruit, vegetable and grain markets. In addition he covers all special events of importance to ranchers and growers.

* * *

Cheers for the Housewife

AS AN ANTIDOTE to the European news, WDAS, Philadelphia, is scheduling a series of morning poetry programs. J. W. Stanistreet, a local poet, gives a daily series of original poems.

LIGHTS ARE LOW IN CARBON GLOW (Ky.)!

It ain't no secret that the purchasing power of Carbon Glow (Ky.) ain't exactly hot! So you're not missing much if WAVE makes no special effort to appeal to such tiny, distant Kentucky towns. When you use WAVE, you get complete coverage of the great Louisville Trading Area—a *million*-buyer market with *two-thirds* of Kentucky's buying power, *plus* an *extra* defense payroll of $5,000,000 a month! With WAVE, you get this area without a surtax for the back hills and hollows! Want us to prove it?

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Merchandising & Promotion

Dancing at Camps—River Race—Around St. Louis—Signboards and Photos—Game Books

COOPERATING with Larus Bros. Co., Richmond (Edgeworth tobacco, Chelsea and Domino cigarettes), WRVA, Richmond, is remoting weekly a half-hour portion of the three-hour *Edgeworth Dancing Party* which the sponsor is rotating among four military training bases in Tidewater, Virginia. To emphasize the good-will angle, WRVA talent and an orchestra are being sent to the camps to perform for the trainees.

* * *

Famous Print

A UNIQUE merchandising scheme has been undertaken by WWL, New Orleans, which has issued a reproduction of the famous Currier & Ives print depicting the race betwen the Natchez and the Robert E. Lee. Tabbed to the picture is a circular, gold on white captioned, "When you think of New Orleans you think of: The race between the Natchez and the Robert E. Lee—and WWL".

* * *

Booth at Exposition

WFIL, Philadelphia, was honored by Electrical Assn. of Philadelphia, which set aside the final day of its electrical display show as *WFIL Day*. Public recognition was given for the station's co-operation in making this annual event its greatest success. During the entire week of the show, WFIL maintained a large booth from which feature events of the show were broadcast by Bill Edmonds.

Plugs for KMOX

TO STIMULATE interest in its primary area, KMOX, St. Louis, will send more than a score of its entertainers and staff members to Cape Girardeau, Mo., May 10, to originate at least eight of the station's programs from that city, 125 miles southeast of St. Louis. The Chamber of Commerce of Cape Girardeau is sponsoring the event, which has been designated "KMOX-Cape Girardeau Day", and its two-fold purpose is to exploit the community's industrial and business opportunities and to promote interest in KMOX and its entertainers.

* * *

Signs of Blue

CALLING attention to it's NBC-Blue network affiliation and popular local features, WCBS, Springfield, Ill., has placed a number of 10 x 25 feet outdoor signboards and several hundred window news pictures. Each week the window news pictures are changed to plug a different network show or local feature. Since last Oct. 13 outdoor signboards have been used.

* * *

Three Eye Games

SEVERAL THOUSAND schedule booklets of the Three-Eye League baseball games have been distributed to baseball fans in the Springfield, Ill., area. Booklets call attention to the games being aired over WCBS, Springfield, and include a picture of Stretch Miller, baseball announcer.

DESIGNER of the four-tower directional array of the new WAGE, Syracuse, Paul Godley, consulting engineer (left) is interviewed at the station's dedication by Glenn Williams, announcer. WAGE's four 250-foot tower setup is said to be the only one of its kind in the country, permitting it to operate with 1,000 watts on 620 kc.

PATRIOTIC DRAMAS LIKELY TO RETURN

CONTINUATION of the Free Company dramas which have come under fire of the Hearst press for the last few weeks [BROADCASTING, April 21, 28] is possible, with discussions under way to map another radio campaign for next fall emphasizing American freedom, similar to the one now presented. The current series wound up May 4 with the production of the late Sherwood Anderson's play, "Above Suspicion".

The Free Company, organized to combat foreign propaganda by restating in dramatic terms the basic belief in American freedom and including some of the biggest names in American drama and prose, is the brain-child of James Boyd, historical novelist, and more recently publicist for the alien registration program.

The plays caused widespread favorable comment until the presentation of Orson Welles on April 6. After that, the Hearst press undertook to question the background and aims of the Free Company, especially panning Welles. No mention was made of the more established members of the company such as Archibald MacLeish, Stephen Vincent Benet and others This has led many observers to see some connection with the Welles' picture "Citizen Kane", which Hearst contends tries to give an uncomplimentary portrayal of his career.

'My Home Town'

HEARD on KIDO, Boise, Ida., is a program called *My Home Town* which appeals to rural classes. A prize is offered for the best letters about "My Home Town". When the first weekly winners were announced, the cash went to Mrs. Frank *Corn* of Emmett, Ida., and Mrs. E. H. *Plowhead* of Caldwell, Ida. The program is sponsored regionally by the Stockwell and Associated Stores and Superior Food Products.

FARM NEWS ON MANY STATIONS

Federal Survey Shows 1 Out of 2 Carry Daily Broadcasts of Marketing Facts

MORE than half the 800-odd U. S. radio stations carry agricultural market news reports at least once each day, according to a survey recently completed by the Agricultural Marketing Service of the Department of Agriculture.

The survey, based on questionnaires sent out in January, indicates that 433 stations broadcast daily farm market reports. This compares with 387 stations in 1940 and 345 in 1939. It was pointed out also that back in 1922 only nine stations were presenting programs of this type.

Dual Personality

An analysis of the survey, covered in the 1941 *Directory of Market News Broadcasts*, to be published shortly by the Agricultural Marketing Service, indicates that while radio is primarily a form of entertainment for urban listeners, it has a dual personality in the rural areas—it plays an important entertainment role, but also means dollars and cents to the farmer by keeping him in touch with the markets for his products. The survey emphasizes that news, market information and weather reports top the preference list of rural listeners.

The survey favors a uniform time for farm programs—the rural audience should be able to locate its market reports from habit, just as it locates its favorite comedians and quiz shows. Another problem, getting information to stations located some distance from a market news office, has been alleviated during the last three years, it was pointed out, by expansion of press associations' service to include market news and the growing number of radio stations subscribing to these services.

The growing popularity of all kinds of market news broadcasts with the farmers is indicated by the steady increase in the number of stations carrying these reports, it was stated. Commenting on this growth, it was observed that William E. Drips, NBC director of agriculture, declared recently:

"Radio is a 'natural' for rural people. With it comes additional facilities for collecting market news and eventually the means to spread the information. Today any farmer marketing agricultural products can get just as reliable and up-to-the-minute news as any city dealer, broker, or commission merchant".

BAMBERGER Broadcasting Service, owner and operator of WOR, New York, has been officially incorporated in New York State, following the shift of WOR studios from Newark, N. J., to New York. Stock issued is 200 shares, no par value, with directors listed as Alfred J. McCosker, president of WOR, Theodore C. Streibert, WOR general manager, and Emanuel Dannet, WOR attorney.

This is KFYR, Bismarck

We pause for station identification . . .

THE PAUSE THAT PRODUCES

results for advertisers using

KFYR

The regional station with the clear channel coverage

Let us sell your story

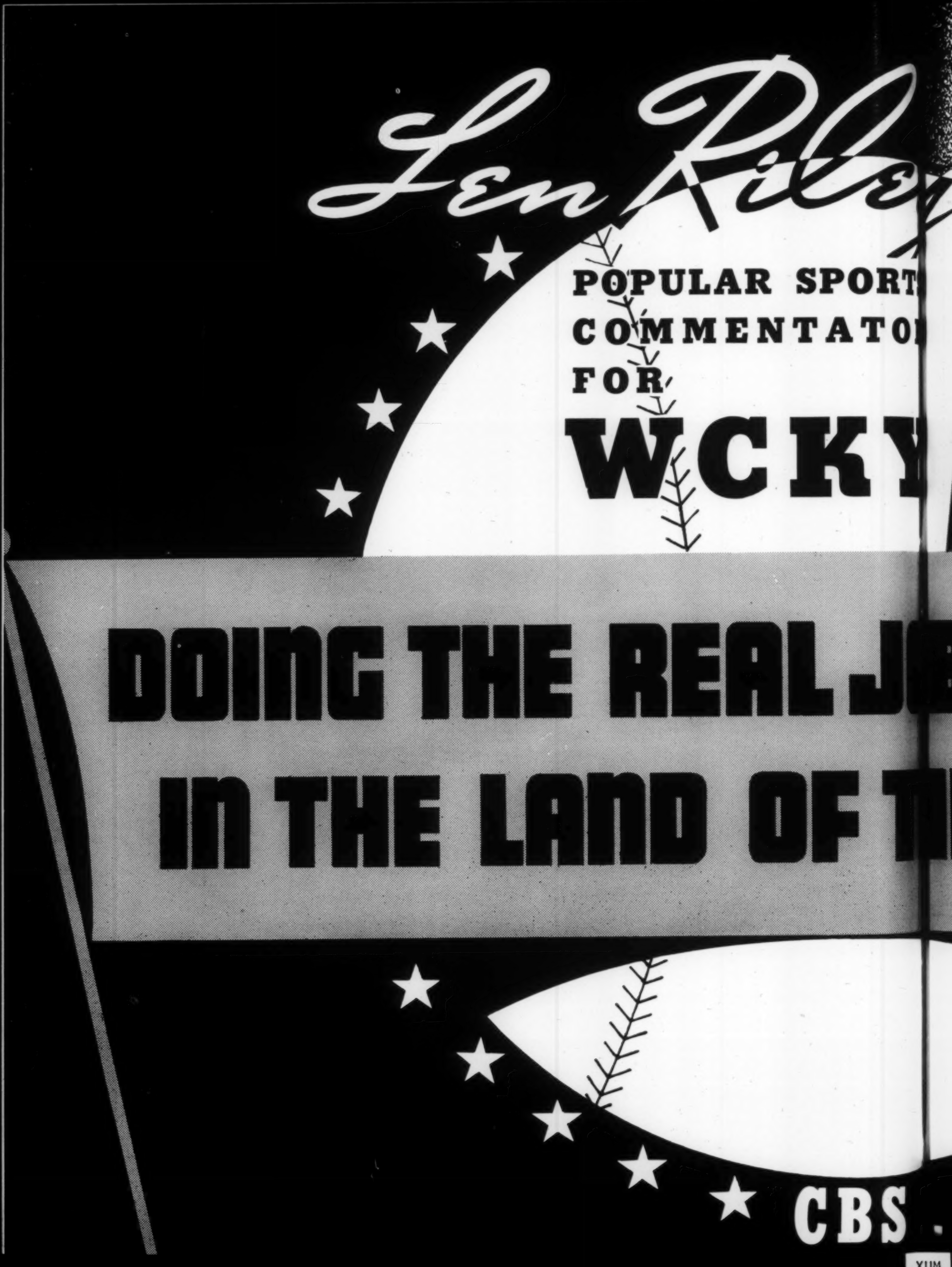
550 Kilocycles
NBC Affiliate

Meyer Broadcasting Company
Bismarck, N. Dakota

5000 Watts Day
1000 Watts Night

Ask any John Blair man

XUM



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POPULAR SPORT
COMMENTATO
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S . . FIFTY GRAND IN WATTS

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BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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Bleak Outlook

RADIO is beginning to feel the pinch of the national defense program. Up to now the effect has been superficial, but the outlook is bleak unless the industry promptly gets busy in Washington.

In a national emergency (and there no longer can be any doubt that one exists though not officially proclaimed) the military has the right of way. Broadcasting, as an industry, has not been mobilized. Yet one of the first moves of the Administration in preparing for "M-Day" was in connection with communications and with the "physical aspects" of broadcasting. That resulted in the creation last year of the Defense Communications Board, with important subcommittees for broadcasting, both domestic and international.

The situation facing radio today is a contradiction in Government policies. There can be no doubt about broadcasting's status as a vital defense pursuit. It is recognized as the fourth arm of defense. The roster of 900 stations is of paramount importance in keeping the public informed, in maintaining morale, and in avoiding complete breakdown of the last semblance of the "business as usual" concept. It is closer to the 130,000,000 Americans than any other medium. To disturb broadcasting's normal service would result in immediate unrest.

Yet, what is on the other side of the ledger? A virtual stoppage of basic metals essential to construct and maintain radio transmitters (and auxiliary equipment), as well as receivers, is threatened under the limitations imposed by the Priorities Division of the Office of Production Management. We do not mean to condemn OPM for its actions in the interest of national defense. Perhaps the industry is to blame for failing to present its case with sufficient emphasis and foresightedness.

But the plain facts, gleaned from soundings in the industry, are that the rationing of aluminum, brass, copper, steel, zinc and nickel alloy to radio in one of the lowest priority classifications, threatens to retard manufacture and delivery of equipment all down the line, beginning this summer.

Some hair bristled when it was revealed that under the May aluminum priorities classification aluminum hoods for cottage cheese jars were ranked four classes ahead of aluminum supplies for radio manufactures. There are sufficient inventories of transmitters and accessories to take care of immediate demand. What will happen when priorities strike such basic materials as tower steel, and substitutes for aluminum, copper and zinc, however, is obvious.

Both transmitter and receiver plants are diverting more and more facilities for defense production. Following the lead of the automotive industry, several manufacturers already are freezing 1941-42 models to avoid retooling and to allow full-scale defense production. OPM already has ruled that the receiving set industry doesn't require a defense rating, since there are more than 50,000,000 sets in use. Yet, broadcast equipment is on the "critical" list of the military services. It's difficult to reconcile this reasoning.

The effect of the priorities rating on television and FM also appears ominous. The simple truth is that interest has bogged down in both, with television at this writing almost dormant. Industry investors are aware of the complete termination of television, after a three-year run, in England, with the onset of the war. Moreover, lack of materials, diversion of plants for defense work, and an indicated shortage of competent personnel have contributed to the television inertia.

FM, while off to a better start than television, also may become an innocent victim of the national defense momentum, to some extent. Slowing down of production, plus lack of essential materials, are only part of the FM story. The real rub is FM receiver production, which will be bottled up unless the priority restrictions are broken.

It seems to us the Defense Communications Board, functioning directly under the President, should take a hand in the whole physical radio picture, and certify to OPM that radio is a vital defense industry. Otherwise conditions can become chaotic quicker than many imagine.

The Little Things

IT'S BEEN SAID that the little things count in life. This axiom could well be applied to radio, forgetting such momentous problems as the war and censorship, FCC relations, newspaper ownership and even merchandising.

This is all by way of calling attention to an innovation announced in last week's BROADCASTING by KWK, St. Louis. Simple in itself, we are certain it will prove to be a definite deterrent to hair pulling by innocent listeners tuning in late on sports broadcasts. KWK's contribution to progress is an automatic chimes, which ring every three minutes to remind announcers it's time to give the score.

How many times have you tuned in, interest at a high pitch, to hear who's winning—and then had to wait, hearing inning after inning go by, period after period roll into history, while your sports announcer talks about the weather, his new car, his sponsor and sometimes even the seriousness of the international situation—*but no score.*

We bow to KWK for attempting to make the plight of the listener easier—nay advancing the wondering course of civilization. These chimes, we feel sure, will take their place with the self-starter, the automatic egg-beater, and the electric potato-peeler as milestones on the road to "the more abundant life".

And if they fail to work as gentle reminders, we know of one group of sports listeners who will willingly donate automatic air hammers to make certain that forgetful sports announcers will only suffer one lapse of memory.

Guestitorial

THE PLAY'S THE THING

By HARRY ELDRED

Director, Program Research Department, WBBM-Columbia Network Central Division, Chicago

WHEN a certain wise Englishman with a smartly pointed beard and no typewriter jotted down that crack, "the play's the thing", he was unwittingly projecting his wisdom down through the years to the radio showmanship of today. For certainly the show, or idea, should be the primary rather than the secondary consideration in selling any radio deal.

Since the lusty dramas of the Bard's day down through the lavender-and-old-lace period, the era of bedroom farces and button-button operies theatrical producers with weather eye on the till have needed his advice. With the result that if a man produced a piece that was "good theater" the playgoing world would beat a path to the box office.

Unfortunately radio show building has not always followed the pattern of Mr. Shakespeare or the canny producers that followed him. And this has been due largely to an unsound approach in getting advertisers into radio's show business. Because the sponsor definitely enters show business when he goes on the air, and his opus must be box office or he won't bankroll it for long, the radio salesman's job is to get a show that is a potential hit.

Too often the salesman sells a chunk of "time," then frantically searches for the cheapest thing he can lay hold of to fill the period, when he should first find the very best idea that can be conjured before he even talks time at all. In my years in the legitimate theater I never knew of a play producer hiring a hall before he had what all his friends—and even his wife—hailed as a potential hit.

By the same token that I always contended such smash hits as "Lightnin'," "Abie's Irish Rose" or "Tobacco Road" would have been found by an avid public if mummered in a Third avenue basement, so I maintain that Joe Listener will quickly find a radio hit. In fact, the history of broadcasting has enough bright examples to justify this argument.

Therefore, such stations as WBBM which deliver important audiences in their markets should, remembering that "the play's the thing", get the cart squarely before the horse and sell a good show first, after which the time sale follows logically.

We Pay Our Respects To —

JOHN BERNARD REYNOLDS

LIKE the boy who got his higher education by living in the college president's home, John Bernard Reynolds learned the ins and outs of radio by spending a busy 10 years with the Federal Communications Commission and its predecessor Federal Radio Commission.

As assistant secretary of the FCC during the years radio was coming of age, Jack Reynolds has acquired a host of genuine friends in the broadcasting industry. And they all wish him godspeed in his first venture into commercial broadcasting, as part-owner and general manager of the new WKWK, Wheeling, W. Va. In the new venture he is associated with J. L. Smith Jr., son of Rep. Smith, and owner of WJLS, Beckley, W. Va.

Leaving his native Minnesota at the time of World War I, Jack Reynolds with his long subsequent residence in the District of Columbia pretty much qualifies as a native Washingtonian. However, he has the happy facility of appreciating his geographic background, so with his move to West Virginia it will surprise no one to see him identified not only as a West Virginian, but also as a Minnesotan and a Washingtonian. He likes to run over his experiences in the Gopher State and the Capital City, and is looking forward to living in West Virginia.

Born in Minneapolis, Jan. 13, 1897, he spent his teen-years down in the Southwest corner of the State, at Lamberton. He was graduated from Lamberton High School in 1916 and the next year attended the normal training school there. During the winter he played on the Lamberton High basketball team, which competed in a high school circuit extending from Mankato on the east to Tracy and Tyler on the west. During the summers he performed as an outfielder for the Lamberton baseball team.

Putting his teacher's training to work, he started teaching grade school at nearby Jeffers, Minn., in the fall of 1917. But in January, 1918, he dropped his teaching job to go to Fort Snelling and enlist in the 20th Engineers Corps, which was stationed there. Within six weeks he was in France.

As it happened, he was included in a group of American doughboys detailed to active duty in the French Army—among the first sent overseas. In fact, he served actively with the French Army throughout American participation, first with General Mangin's 4th French Army and later with General Petain's 10th French Army—the same Marshal Henri Philippe Petain who is now Chief of State of Unoccupied France. He remained on duty with the French until May, 1919, and finally was discharged from service at Camp Dodge, Iowa, in June, 1919.

The following month Jack came to Washington to work with the superintendent of offices in the State-War-Navy Department buildings. Shortly he became building manager of the Munitions Building group—a group of 10 or 11 "30-day buildings" constructed in about a month to take care of the tremendous demand for official space during war days, some of which are still being used today by the War and Navy Departments.

In 1924 he joined the Department of Justice as chief of its division of supplies and printing. Promoted later to the assistant chief clerkship of the Justice Department, he there made his first association with James W. Baldwin, then chief clerk and subsequently secretary to the Federal Radio Commission and now Washington representative of Finch Telecommunications Laboratories.

In 1927 he was sent to the U. S. District Attorney's office in Brooklyn as the Department's administrative assistant, serving there until 1929. His next assignment was field duty as a Justice Department examiner checking offices of U. S. attorneys, marshals, clerks of court and referees in bankruptcy.

In 1930 Jack entered the radio field as assistant secretary of the Federal Radio Commission, of which Mr. Baldwin then was secretary. In May, 1940, he rounded out 10 years with the FRC and FCC. During that decade he distinguished himself as a specialist in matters of budget, administration and personnel.

In 1929 Jack married Corinne Anderson, a native of Nebraska who had come to Washington via California. They are the parents of 9-year-old John Jr., now finishing the third grade.

A Mason, he is a member of Lebanon Blue Lodge, Mount Vernon Chapter and Columbia Commandery. Also he is a member of Sigma Chi fraternity, an affiliation made during his days as a student at George Washington U in 1923-24—he was graduated in 1926 from the National U law school in Washington. And he is a trustee of the Chevy Chase Baptist Church. Jack's hobbies tend to the outdoors, his favorite recreations including golf, bowling and fishing.

The thrill of his life, he maintains, came in 1937 when he represented the FCC, along with Chief Engineer E. K. Jett, at a conference on aviation and communications called by the Governor of Alaska. During the conference he flew all over Alaska, up to Nome into the Arctic Circle and over a patch of Siberia, Bering Strait and the Diomedes—in all about 10,000 miles over the wondrous snows.

Personal NOTES

SOL TAISHOFF, editor of BROADCASTING, and Mrs. Taishoff, are the parents of a 7 lb. 13½ ounce son, Robert Paul, born in Washington April 29. They have a daughter 11 and a son 7.

JOHN G. BAURIEDEL, manager of KUIN, Grants Pass, Ore., a second lieutenant, has been ordered to duty in the ordnance department in Washington. Don H. Telford, former commercial manager of KIEM, Eureka, Cal., has been named to succeed him.

GEORGE F. BOOTH, publisher of the *Worcester Telegram* and *Gazette*, operating WTAG, who last week was elected a director of Associated Press, was host to 400 employes of the newspapers and WTAG who had been with him five years or more. Some received engraved gold watches and service pins, and the employes presented Mr. Booth with an album of autographs of all employes of the newspaper and station.

WEBLEY EDWARDS, general manager of KGMB, is in New York for the Hawaiian Broadcasting System stations, KGMB and KHON, Honolulu, and KHBC, Hilo. He is making his headquarters with John Blair & Co., station representatives.

LEE POTTER, salesman of WCCO, Minneapolis, has left to join the Navy Air Corps. He will be replaced by Bob Buechner, of New York.

BARNEY OGLE, of the merchandising department of KGNC, Amarillo, Tex., has resigned to become district traffic manager for Braniff Airways in Amarillo.

A. H. FLATEN, formerly commercial manager of KDAL, Duluth, is studying station routine at WCCO, Minneapolis, and WBBM, Chicago, prior to joining Radio Sales in New York. He will replace Bob Summerville who has switched to CBS network sales.

WYTHE WILLIAMS, MBS news analyst, on April 29 received the 1941 trophy of the New York alumni of Sigma Chi, for outstanding public service.

WILLIAM L. SHIRER's chronicle of his European experiences, *Berlin Diary: The Journal of a Foreign Correspondent, 1934-41*, has been nominated for the Book-of-the-Month selection for July. Alfred Knopf, publisher, originally planned to publish the book on June 9, but will change the date to later in the month. Shirer was CBS correspondent in Berlin until he returned to the United States last autumn.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and head of IRNA, was re-elected to the board of directors of the Lit Brothers department store in Philadelphia at the annual meeting of stockholders.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, having attended the AAAA convention at Homestead Hot Springs, W. Va., May 1 to 3 inclusive, is now conferring with New York and Chicago network executives. He will also attend the St. Louis NAB convention before returning to his Hollywood headquarters.

RALPH R. BRYAN has been appointed manager of KVCV, Redding, Cal., succeeding Frank Coffin.

W. KENNETH MATTHEWS, assistant secretary-treasurer of WJHL, Johnson City, Tenn., recently married Thelma Spencer.

PAUL HELLER, former Washington advertising man, has been appointed commercial manager of WINX, that city.

MILTON J. FLAMM, formerly of WMCA, New York, sales department, has been appointed national sales director of WPAT, Patterson, N. J. which began operation May 3.

ROBERT G. SOULE, vice president of WFBL, Syracuse, has been appointed to the convention and publicity bureau of the local chamber of commerce.

BILL STERN, recently appointed NBC director of sports, has been engaged by Columbia Pictures for a series of 12 "World of Sports" short features, to be released on the 1941-42 schedule.

WES IZZARD, newscaster of KGNC, Amarillo, Tex., was elected vice-president of the Panhandle Press Assn. at its 32d annual convention in Amarillo.

STANLEY A. MILLER, has been appointed program director of WMRN, Marion, O., succeeding Russell Salter who has joined WKMO, Kokomo, Ind.

FREDERICK C. MUELLER Jr., formerly of General Outdoor Adv. Co. and the Oklahoma Publishing Co. stations, has rejoined the sales staff of KLZ, Denver.

Robert Henry Combs

ROBERT HENRY COMBS, 65, pioneer Canadian broadcaster who started CKNC now CBY, Toronto, in 1924, died suddenly in Toronto. Born in St. Louis, he came to Canada in 1917 as general manager of Prest-O-Lite Storage Battery Co., and was general manager in the Dominion of the Canadian National Carbon Co. He was widely known as an electrical engineer. In 1924 Canadian National Carbon Co. built CKNC which he actively operated for many years. His interests outside business were widely spread.

XUM

BEHIND the MIKE

REID KILPATRICK, KHJ, Hollywood, announcer, has taken on additional duties of handling programming for W6XAO, the Don Lee network experimental television station in that city.

MURIEL R. RICHARDSON, secretary to Commercial Manager George H. Jaspert of WTAG, Worcester, Mass., has announced her engagement to Arthur E. French Jr., of the Petrolagar Labs. Inc.

BEN ALEXANDER, NBC Hollywood commentator-announcer, and Elizabeth Robb, on the secretarial staff of J. Walter Thompson Co., that city, have announced their engagement. Wedding is scheduled for late July.

TODD HUNTER, newscaster of WBBM, Chicago, on April 16 was named as Special Safety Officer for the office of the Secretary of State of Illinois.

LEE GEORGE, formerly announcer and writer of KWTO-KGBX, Springfield, Mo., and WTMV, E. St. Louis, Ill., has joined the continuity department of WCBS, Springfield, Ill.

LOUIS E. MARSH, of New York, has succeeded Louis Mahla, a draftee, as news editor of WMRN, Marion, O.

FRANK HEMINGWAY, formerly of KWJJ, Portland, Ore., has joined the announcing staff of KOIN-KALE Portland.

BOB FISK, KOIN, Portland, Ore., announcer, has been inducted into the Army.

REX BOWEN, former news editor and continuity chief of KYCA, Prescott, Ariz., has joined the continuity staff of KTUC, Tucson.

HARRY W. PASCOE, continuity director of WINS, New York, has resigned to join WAAT, Jersey City, as continuity and program director. Albert W. Grobe of the news staff takes his duties.

HELEN B. PEARSE, of the program department of KYW, Philadelphia, announces her engagement to William J. Flett, former station transmitter engineer now with the Carnegie Institute of Terrestrial Magnetism.

LEON ADAMS Jr., publicity director of WWL, New Orleans, recently married Ruth Pullen of Shreveport, La.

BOB PAGE, formerly with KGGF, Coffeyville, Kan., and KWOS, Jefferson City, Mo., has joined the announcing staff of KOCY, Oklahoma City.

CHARLES KELLY, formerly of WROL, Knoxville, Tenn., has joined WJHL, Johnson City, Tenn., replacing Dick Crane who resigned to become news announcer of WBIR, Knoxville.

HOWARD FLYNN, formerly an announcer of WJLS, Beckley, W. Va., has joined KLO, Ogden, Utah.

ELEANOR GEISER has been named as an assistant in the continuity department of WOWO-WGL, Fort Wayne, Ind.

FAIRLIE MYERS, former feature writer of the *Savannah Morning News*, has been added to the continuity department of WMCA. Jack Davis, of the WMCA production staff, has been inducted into the Army.

JOHN C. SPEARS, formerly connected with the *Boone County Jamboree*, on WCKY, Cincinnati, has signed a personal management pact with Al Clauser and his Oklahoma Outlaws and will manage, book, and publicize the cowboys with the full cooperation of the station.

ENLARGED 5 TIMES

Yessiree . . . the Winged Plug's night time wattage has been enlarged 5 times . . . to 5,000 watts Night *and* Day. From my greatly increased area of almost 2 million consumers I now pull more and more sales. All the more reason it's smart to hitch me to your selling team for more sales.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Meet the LADIES

MARJORIE L. SPRIGGS

UNCLE SAM can rest assured of the success of its new defense savings bond campaign insofar as Marjorie L. Spriggs, its new director of women's and children's radio activities for the defense savings staff of the Treasury Department, is concerned. Miss Spriggs' background in radio dates back to five years ago when she was publicity director and continuity writer for WORL, Boston. She was active, under George Lasker, in developing the station's popular *920 Club* program. She also conducted the women's show, *Woman of Tomorrow*, under the name of Jean Allen. From WORL she went to WBZ-WBZA, Boston-Springfield, as publicity director and then went to Washington to work under Vincent F. Callahan on the bond drive. She has complete charge of securing cooperation for the drive from the hundreds of women's and children's programs throughout the country and is writing scripts keyed to women's activities and educational enterprises. A graduate of Emerson College, Boston, and New Rochelle (N. Y.) High School, Miss Spriggs is a member of Zeta Phi Eta, national professional speech arts fraternity for women.

GORDON BAMBRICK, formerly of KIRO, Seattle, has joined the announcing staff of KGW-KEX, Portland.

M. SAYLE TAYLOR, Hollywood commentator on the thrice-weekly quarter-hour *Voice of Experience*, sponsored by Alber Bros. Milling Co., on NBC-Pacific Red, is the father of a girl born April 26.

HOWARD FENTON, CBS-Hollywood assistant to George McCaughna, manager of building maintenance and studio-theatres, has been promoted to the program department. Virginia McQuade has been made McCaughna's assistant.

KEN HIGGINS, KFI-KECA, Los Angeles, announcer, has resigned to join the Hal E. Roach Studios as scenario writer assigned to Le Roy Prinz Productions.

ELLIOTT MILLER, junior announcer of WDRC, Hartford, has been promoted to senior announcer during the absence of Gil Bayek.

NANCY HUDSON, formerly with *Movie & Radio Guide*, has joined the news bureau of WBIG, Greensboro, N. C.

JERRY CARROLL, formerly announcer of WTEL, WDAS and WIP, all in Philadelphia, has joined WPID, Petersburg, Va., in the same capacity.

HERB MORRISON, announcer of WCAE, Pittsburgh, has been promoted to the publicity and promotion department of the station.

RAY LEWIS, program director of KQW, San Jose, Cal. resigned to free-lance in radio programs and production in San Francisco.

KEN GIVEN, sports announcer of WCHS, Charleston, W. Va., and Mrs. Given are the parents of a baby son, Michael Terry.

HUB JACKSON, TSN-KFJZ announcer, Ft. Worth, has joined the Texas Defense Guard and is sergeant in Company B, 27th Battalion.

DOROTHY McCAIN, formerly program director of KOB, Albuquerque, has joined the staff of KVCV, Redding, Cal., as traffic manager and woman's editor. Paul Windsor, from KHSL, Chico, Cal., and Paul Tissot Jr., new to radio, have joined the announcing staff of KVCV.

DON E. HARVEY, farmer service director of KSOO and KELO, Sioux Falls, S. D., is on a six-month leave of absence in a summer stock company in the Cumberland Mountain resort region of Tennessee.

RED BOURN, musical director of WOAI, San Antonio, has written a new song, "Battle of the Flowers", for use during San Antonio's Fiesta de San Jacinto. Monte Kleban, production manager of the station, furnished the lyrics.

DOROTHY HOPPER HOLBROOK has rejoined the continuity staff of KGNC, Amarillo, Tex., after a six-month absence.

CHARLES BATTERS, announcer of WFBL, Syracuse, married Vista Ridlon May 1.

JUAN ARVIZU, Latin American tenor recently signed by CBS for its Latin American network, on May 5 starts a thrice-weekly series of song programs on CBS, accompanied by the Tipica Orchestra made up of Latin American instruments.

DR. ROBERT E. WOOD, permanent member of the board of experts on *WBAL's Quiz the Scientist* on the Baltimore station each Tuesday at 7:45 p.m., has been awarded the Draper Gold Medal which was presented to him by the National Academy of Sciences on April 29 in Washington. Medal was given for most important original discovery in astronomical physics. Dr. Wood is professor of experimental physics at John Hopkins U.

JOSE P. MACHADO, a native of Brazil, who came to U. S. to study at Columbia U, has joined the Brazilian staff of WGEA, General Electric shortwave station in Schenectady.

A 5-YEAR ADVERTISER . . .

"Very gratifying results . . . constantly increasing out-of-town business . . . local sales are also on the increase . . . doing a very fine job for us."

50,000 WATTS

KOA DENVER

NBC RED NETWORK

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Agencies

JAMES W. BRIDGE, assistant account executive of BBDO, Chicago, recently joined Blackett-Sample-Hummert, same city, as assistant to H. M. Dancer on the General Mills account.

VICTOR VAN DER LINDE, former sales executive of WNEW, New York, and previously general sales counsel for NBC has organized an advertising agency under his name at 250 Park Ave. New York. Telephone is Plaza 3-6920. The agency will specialize in radio, but will handle other media for its accounts as well.

OSCAR LIEFFERS, formerly copy writer of Robert F. Dennis Inc., Los Angeles agency, has joined Associated Adv. Agency, that city, as production manager. He succeeds Thaine Mallett, resigned.

ARTHUR COHN, associated with Collier Adv. Service for more than 15 years and recently director of sales for New York Subways Adv. Co., has announced formation of Arthur Cohn & Assoc., specialists in transportation advertising, with offices at 10 Rockefeller Plaza.

CARROLL NYE, Hollywood assistant publicity director of Young & Rubicam Inc., has been assigned a part in the daily quarter-hour dramatic serial, *Second Mrs. Burton*, sponsored by General Foods Corp. on CBS West Coast stations.

JAMES C. McCORMICK, account executive of Associated Adv. Agency, Los Angeles, has been inducted into the Army.

NIKKI KAYE, formerly of Baltimore, Md., on April 21 joined the W. E. Long Co., Chicago, as script writer. Miss Kaye, writer and commentator of *That's Show Business* on WAAF, Chicago, recently had her short story "Call Me Dear" published in the *Chicago Daily News*.

CRAWFORD U. HALL, radio director of Clark Locke Ltd., Toronto, advertising agency, has been elected president of the Young Men's Advertising and Sales Club of Toronto.

HOWARD RAY ADV. Agency, Los Angeles, has been discontinued.

PARK A. WOODS, production manager of Harry J. Wendland Adv. Agency, Los Angeles, has been inducted into the Army.

JOHN S. K. HAMMANN, formerly on the NBC sales staff and recently with *Advertising & Selling*, has joined the sales staff of New York Subways Adv. Co., New York.

LYNN BAKER Co., New York, on May 1 moved to 521 Fifth Ave. Telephone remains Vanderbilt 6-1556.

Agency on 35-Hour Week

EFFECTIVE April 28 all employes of Russel M. Seeds Co. went on a five-day, 35-hour week according to Freeman Keyes, president of the Chicago agency. Substantial salary increases for all employes became effective May 1.

AS A PRELUDE to advertising expansion on a number of it's accounts, which will include radio, W. Frank McClure, vice-president of Lane, Benson and McClure, Chicago, is on a one-month business inspection tour of the West Coast. John Benson, secretary-treasurer, has just returned from Cuba where he gathered market data for one of the agency's accounts.

THREE ADVERTISING MEN take time off from the fourth district convention of the American Federation of Advertisers, recently held at the Lord Tarleton Hotel, Miami. They are (l to r), Elon J. Borton, president of AFA; Norman MacKay, commercial manager of WQAM, Miami, and newly-elected governor of the fourth district of AFA; and Thomas D. Connolly, program promotion director of CBS.

Y & R Transfers

WITH advent of daylight saving time and seasonal tapering off of its West Coast program originations, Young & Rubicam, is transferring several Hollywood producers to the agency's New York headquarters for the summer. Glenhall Taylor, producer of the weekly CBS *Silver Theater*, sponsored by International Silver Co. (silverware), with close of the season, has been shifted to New York. He is now preparing *Reg'lar Fellers* as a summer substitute for the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O). Harry Ackerman, producer of the CBS Gulf *Screen Guild Theatre*, sponsored by Gulf Oil Corp. (oil & gas), and Bob Lee, his assistant, have been shifted to New York. Lee also produced the daytime serial, *The Second Mrs. Burton*, sponsored on CBS by General Foods Corp. (Postum). Those duties have been taken over by Ken Hansen.

KQV, WHJB to IRS As WCAE Appoints Katz

FOLLOWING close upon the shift in the representation of WCAE, Pittsburgh, to The Katz Agency, effective May 1, it was announced that as of the same date KQV, Pittsburgh, and WHJB, Greensburg, Pa., have appointed International Radio Sales as exclusive representatives. Both KQV and WHJB are owned by H. J. Brennen, with C. S. Wasser as manager of the former and George Podeyn manager of the latter.

When KDKA becomes NBC-Red outlet in Pittsburgh Oct. 1, KQV, now MBS, will join the basic Blue, and WCAE joins MBS. WCAE is owned by Hearst Consolidated Newspapers and thus is under separate corporate control from the other stations in the Hearst Radio group, all of which are represented by IRS which in turn is a Hearst subsidiary. Hence the independent decision of WCAE to withdraw from IRS and be represented by Katz.

Moore's Double

L. T. CROSSLEY, recently announced as being transferred from the Wm. Esty & Co., New York office to Hollywood, is a mythical person, it has been revealed. He was created by William Moore, Hollywood agency manager, to act as buffer between himself and visitors. It was explained that the L. T. in Crossley reports means "less than one".

D. D. D. Corp., Batavia, Ill., has been ordered by the Federal Trade Commission to stop alleged misleading advertising claims for D. D. D. Prescription, proprietary, according to an FTC announcement last Thursday.

Collins to Kudner

KENNETH COLLINS, assistant to the general manager of the *New York Times* and onetime vice-president and advertising manager of R. H. Macy & Co., New York department store operating WOR, has resigned from the *Times* to join Arthur Kudner Inc., New York agency, in an executive capacity.

Texaco Signs 'Met'

TEXAS Co., New York, will again sponsor next season's broadcasts of the Metropolitan Opera for 16 weeks starting in November. Broadcasts will be heard on 131 NBC-Blue stations and will be shortwaved on WRCA and WNBI. Buchanan & Co., New York, is agency.

WISH
the new Merchandising Station
NBC • 5000-1000 Watts
INDIANAPOLIS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

TO HELP YOU SELL
NBC
BLUE
RED
WKNE
WTRY
Kirby Peake, Vick Chemical Company, writes: "Thanks very much for your letter and the enclosed copy of the promotion letter plugging the Vicks schedule on WSYR which you sent to Syracuse druggists.
"We are sure that this fine work by you will be an important factor in the success of our campaign."
WSYR Syracuse N.Y.
ESTABLISHED 1923
570 on the Dial
An H. C. Wilder Station
Represented by Raymer

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

NOW THEY LOOK LIKE THIS

See page 20

PHOTOGRAPHS ON PAGE 20 in the same (l to r) order show: (1) **George W. Smith**, managing director of WWVA, Wheeling, W. Va., who served as a doughboy throughout World War I with the 362d Infantry on the French and Belgian fronts. (2) **S. A. (Steve) Vetter**, commercial manager of WIOD, Miami, who was with the 320th Infantry, 80th Division, but was left behind when his outfit went overseas, because of pneumonia; later he was assigned to Officers Training School at Camp Lee, Va. (3) **Maj. Edward A. Davies**, vice-president of WIP, Philadelphia, now back in active service with the 28th Division, National Guard; during the last war he was a second lieutenant, served in the Meuse-Argonne offensive and was wounded in action eight days before the Armistice.

AN IDEA THAT SUCCEEDED PDQ

Coast Quiz Merchandises Itself and Builds Both Good-Will and New Customers

By CHET CRANK

Dana Jones Co. and Chet Crank Inc., Associates, Los Angeles

WHEN the Petrol Corp., Los Angeles, went looking for a radio program in August of 1939, executives had no particular type in mind.

Their interest was to find one that would help sell its petroleum products, but the show must be inexpensive and have general public appeal. Then, too, it must interest Petrol dealers in the Southern California area.

Many shows were considered. Just as many were turned down. Then up popped the *PDQ Quiz Court*.

Frankly, executives of the firm were not very radio minded. They had tried the medium in the past, but results hadn't been so good. No, they weren't soured on radio. Only a bit disappointed, and other media were proving satisfactory. Maybe they had used the wrong type of program, they admitted. Probably the commercials weren't just right.

General Appeal

So we went into a huddle and an idea emerged. They were interested. As demanded, it wasn't expensive and it had general appeal. It seemed to have possibilities for the making of new friends for Petrol Corp.

The entire idea of the *Quiz Court* revolved around audience participation which assumed the leading role with a supporting radio personality.

We secured LeRoy Dawson, presiding judge of the Los Angeles Municipal Court, only because a portion of the *PDQ Quiz Court* was to be devoted to questions on traffic safety. As a public official, he felt it his duty to undertake the dissemination of traffic laws as a means to increase safety. His unusual wit had won him an enviable reputation as an after dinner speaker throughout Southern California.

Emanating from the Paramount Theatre in downtown Los Angeles, the weekly half-hour program was started on KFI, Sept. 29, 1939. The stage, set with judge's bench and jury and defendant's boxes, creates the atmosphere of an actual courtroom. Assisting Judge Dawson as clerk of court is Gary Breckner, West Coast announcer.

Contestants are selected from volunteers in the audience. Each week 17 are chosen. From these, five serve as defendants, with 12 sitting as a jury of their peers. As each defendant comes to the microphone, he is presented with ten new silver dollars. If he is able to answer the question, he retains his money. If he fails, the judge levies a fine against him, which goes into the court treasury.

From Their Seats

While the jury is making its decision, "bailiffs" pass through the audience with trailing microphones, selecting volunteers to answer questions from their seats. Judge Dawson propounds these questions, too, with rewards including cash, gasoline and motor oil orders, or theatre tickets, depending on accuracy of the answer.

All questions, except those on traffic are submitted by the public. For each question of general information used, the person submitting it is given $1, with $5 for questions relating to the special subject selected each week. All questions must be submitted on forms secured free at independent gasoline dealers who handle Petrol products. More than 3,500 questions are received weekly.

With exception of the introductions which are written by David Nowinson, KFI chief continuity writer, and the two commercials prepared by the writer on a dramatic format, the weekly show is strictly ad lib. It is light and informal, entertaining and informative and appeals to all ages. In addition to building good will, it is selling the sponsor's product. Dealers throughout the Southern California area report further business increases as result of the weekly show.

Judge Is Generous

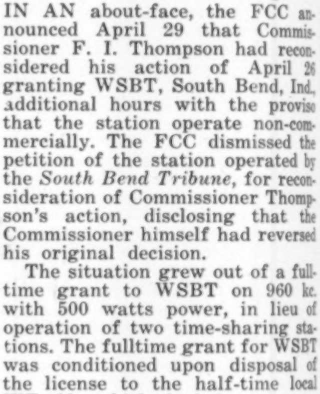
The show is self-merchandising. To stimulate added dealer enthusiasm, groups of distributors and employes are invited to the program. Sometimes they participate as defendants. The program occasionally originates from an outstanding Southern California festival or civic event.

A unique feature that is creating good-will is the generosity displayed by Judge Dawson. The check which Petrol Corp. tenders him for his services each week, he turns over to some worthwhile charity. Dealers report that hundreds of new customers give his generosity as their reason for patronizing PDQ Petrol stations.

Action in WSBT Case Reversed by Thompson

IN AN about-face, the FCC announced April 29 that Commissioner F. I. Thompson had reconsidered his action of April 26 granting WSBT, South Bend, Ind., additional hours with the proviso that the station operate non-commercially. The FCC dismissed the petition of the station operated by the *South Bend Tribune*, for reconsideration of Commissioner Thompson's action, disclosing that the Commissioner himself had reversed his original decision.

The situation grew out of a fulltime grant to WSBT on 960 kc. with 500 watts power, in lieu of operation of two time-sharing stations. The fulltime grant for WSBT was conditioned upon disposal of the license to the half-time local WFAM, which had been accomplished. In the new action, WSBT was given ten days' authority to operate with the additional time commercially, subject to filing of reasons for the delay in procuring new equipment to permit the regular authorization.



HELEN ADAMS

conducting

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

Studio Notes

WPTF, Raleigh, N. C., has adopted a policy of giving a month's salary to Army draftees taken from the station's personnel. First WPTF member to be inducted was Henry Nigerelli, public relations director.

FOR THE FIFTH consecutive year the Sunday evening *Community Sing Song* goes on the air from Sunnyside Beach, Toronto, on June 1 on CFRB, Toronto. Known as the broadcast with the largest visible and participating audience—it averaged 16,000 weekly last summer—the program includes feature singers, a choir, and "the world's largest song book" whose pages measure 12 by 10 feet and are turned by white-clad bakers from the George Weston Ltd. bakeries, sponsors. The program is handled by Richardson-MacDonald Adv. Agency, Toronto.

WCOP, Boston, is contributing to the national defense program with a daily quarter-hour broadcast, *Radio Reveille*, in which are featured interviews with the enlisted men in the various branches of the service on their particular work. WCOP is also carrying 15 announcements weekly for the Army Air Corps endorsed film, *I Wanted Wings*, and on May 7 will start a new feature, *Call to the Colors*, on the history of each branch of the service.

WTRY, Troy, N. Y., is airing several programs weekly from Russell Sage College, Troy women's college, as part of the institution's radio activities. The college has erected a fully-equipped studio on the campus and remotes programs by the glee club and dramatic groups and commentaries by members of the faculty. George William Smith, speech professor, is in charge.

KMBC, Kansas City, is to receive a bronze plaque as one of the three national awards made by the C. I. T. Safety Foundation for outstanding effort and achievement in support of traffic safety during 1940. The station was selected as having done the most outstanding job of utilizing its facilities in support of traffic safety measures and was credited for Kansas City having tied Dallas as the "safest American city" last year.

KGKO, Fort Worth, Tex., is broadcasting five times weekly the quarter-hour *Army Camp Reporter* with Bob Wear, former UP Rocky Mountain manager as the newscaster. News from the eight Texas training camps is wired daily to KGKO by the public relations officers at the camps to make up the program.

WAPI and WBRC, Birmingham, provided coverage of the three-day convention of the Catholic Committee of the South held recently in Birmingham. WAPI keyed for the CBS program *Church of the Air*, an address by the Most Rev. Vincent J. Ryan, Bishop of Bismarck and also carried a panel discussion on the South of today by several clerics. Throughout the convention WAPI and WBRC carried several other important broadcasts.

WOWO-WGL, Fort Wayne, through its general manager, J. B. Conley, to gain a closer tie-up with radio servicemen for mutual benefit, has made the studios available to a local servicemen's group for its monthly meeting. The first of such was held April 25, with about 140 servicemen and "hams" present. The close cooperation dates back to "Movin' Day" promotion.

KLZ, Denver, played host to the Colorado Reserve Officers Assn. when they convened in Denver by turning over registration and telephone accommodations to the group. In addition, all were guests at the Friday night remote quiz show, *Test Flight*, from the Army Air School at Lowry Field, then returned to the station for special interviews and a roundtable discussion.

STRETCHED to its full was the KFEL, Denver, adjustable mike when Jack Earle, 8' 6", 365-pound former circus giant, now salesman for Roma Wine Co., New York, visited the station's Navaho studios. Posed with the vinaceous behemoth are the sons of Gene O'Fallon, manager of KFEL, Charles left, and Martin III. Roma Wines' Mutual program *What Do You Think*, is heard currently over KFEL.

WHAS, Louisville, is planning to furnish 38 new battery receiving sets and two electric sets to the U of Kentucky's listening centers in southeastern Kentucky. The listening center plan was formulated in 1933 by the University to provide radio listening facilities for remote areas in the Kentucky hills and has proved useful as focal points for educational listening activities.

WCAU, Philadelphia, on April 26 started a weekly analysis of the war each Saturday at 6:30 p.m. Analyst is Col. William N. Taylor, prominent Philadelphia authority on military and political affairs. WCAU is also presenting Maj. Thomas Coulson, former member of the British Intelligence and author of "Mata Hari", in a daily news review.

KSTP, St. Paul, will present a Monday dramatic series by the Little Theatre Company of the Twin Cities, throughout the summer. Titled *The People's Playhouse*, the dramas will be directed and produced by Bob Murphy, KSTP newscaster who is also one of the leading men in the Little Theatre organization. All plays will be originals written by members of the company.

FAVORITE music of listeners to WQXR, New York, compiled by the station from polls, will be played during May on the nightly *Symphony Hall*.

We have THE VERY IDEA

for your radio advertising.
One minute or one hour—
live or transcribed.

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

WRVA, Richmond, under the title of *The Edgeworth Dancing Party*, and on behalf of Larus Bros. Co. (Edgeworth tobacco, Chelsea and Domino cigarettes), is currently remoting weekly half-hour portions of the three-hour dance sessions which the sponsor is providing officers and trainees at various military training quarters in Virginia. The dance music is provided by a visiting, established orchestra and talented service men are invited to participate in the broadcasts.

WSOY, Decatur, Ill., recently gave a party for listeners of *Tel-a-tunes*, daily request show conducted by "Uncle Berne" Enterline, announcer. Demands for the party were made by the listeners and arrangements were made by the station with a local skating rink to use their facilities and a *Tel-A-Tune* Skate-Dance was presented. Approximately 1,200 attended and arrangements are being made to hold another similar party in the near future.

WCLO, Janesville, Wis., is letting Milton College, Milton, Wis., use its facilities for a complete course in radio continuity and production. The college has opened its own complete radio studios for students.

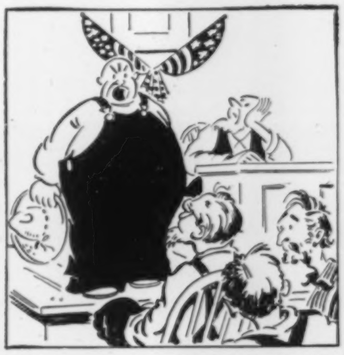
CONSTRUCTION of a commercial building at 124-26 Broadway in Camden, N. J., has been started by Camden Broadcasting Co. Aaron Heine, president, said plans call for a one-story structure, but possibility of adding a second floor for offices is being considered. The company has an application before the FCC for a license to operate a new station in Camden.

W3XE, Philco experimental station in Philadelphia, televised the 47th annual track relay carnival of the U of Pennsylvania April 25-26.

WBBM, Chicago, on April 21 increased its new *Farm Service Hour*, conducted by William Costello, from 25 to 40 minutes by going on the air 15 minutes earlier each morning.

WCFL, Chicago, on April 23 started operating on a 19-hour daily schedule, going on the air 6 a.m. Monday through Saturday with *Cheerful Earful*, previously heard 6:30-8 a.m. (CDST). Program is currently sponsored by Levy-Sang, Chicago (men's clothing), 6:30-7:15 and Associated Paint Stores, Chicago, 7:15-7:30.

THE heaviest schedule of Americanization broadcasts in the nation during 1940-41 has won for WGES, Chicago, first place in the nationwide awards made by the Daughters of the American Revolution. Announcement of the award came in a telegram to Gene T. Dyer, owner-manager, and Arnold Hartley, program director, of the Chicago outlet, from Mrs. Albert E. Jenner Jr., national vice-chairman of radio of the DAR. National first place followed similar honors for WGES for Illinois, awarded during the Golden Jubilee Conference of the DAR in Chicago in late March.



"Futhermore, now thet it's 1000 watts on 910 killy-cycles, we kin git th' Farm and Home Hour on WFDF Flint."

TOLEDO
A Fort Industry Market

Just—
to refresh your minds!

WSPD
Reaches one and a half million listeners! (Primary Area)

WSPD
Is the only BASIC station in Northwestern Ohio. (NBC Red)

WSPD
Is the only station in Toledo served by TWO world wide news services. (UP and INS)

WSPD
Is offered at a low cost—because the rate is based on the Toledo Trading Area and does not reflect the station's vast PLUS coverage.

We're Represented by Katz!

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Blackstone Products Co., New York (Aspertane), 3 *sp* weekly thru Raymond Spector Co., N. Y.

Reid, Murdoch & Co., Chicago (Monarch foods), 25 *sa* weekly, thru Rogers & Smith Adv., Chicago.

Barbasol Co., Indianapolis (shaving cream), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

Euclid Candy Co. of Cal., San Francisco (Red Cap candy), weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.

Ex-Lax Mfg. Co., Brooklyn (laxative), *ta* series, thru Joseph Katz Co., N. Y.

White Labs., New York (Chooz), *ta* series, thru H. W. Kastor & Sons, Chicago.

Rockwood & Co., New York (Chocolate Bits), 3 *sp* weekly, thru Federal Adv. Agency, N. Y.

Garden City Publishing Co., New York (business encyclopedia), *t* series, thru Huber Hoge & Sons, N. Y.

Waltham Fountain Pens, Chicago, *sp* series, thru United Adv. Companies, Chicago.

Healthaids Inc., Jersey City (Serutan), 3 *t* weekly, thru Ruthrauff & Ryan, N. Y.

Dr. B. L. Corley's Product, San Francisco (medicinal), weekly *sp*, thru Rufus Rhoades Adv., San Francisco.

WRC, Washington

Shell Oil Co., New York, 5 *ta* weekly, 20 weeks, thru J. Walter Thompson Co., N. Y.

Lehn & Fink Products Corp., New York (cosmetics), 5 *sa* weekly, for 11 weeks, thru Wm. Esty & Co., N. Y.

Gunther Brewing Co., Baltimore, weekly *sp*, 22 weeks, thru Ruthrauff & Ryan, N. Y.

Chas. E. Hires Co., Philadelphia (root beer), *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

Chrysler Corp., Dodge Division, Detroit, 7 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

WMAL, Washington

All-State Insurance Co., Chicago, 4 *sa* daily, thru E. H. Brown Adv. Agency, Chicago.

American Chicle Co., Long Island City, N. Y. (chewing gum), 6 *sp* weekly, 13 weeks, thru Badger & Browning, N. Y.

Studebaker Corp., South Bend, Ind. (autos), 7 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

KFI, Los Angeles

Kellogg Co., Battle Creek (All-Bran), 9 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

Ball Bros. Co., Muncie, Ind. (bottle caps, jars, rubbers), 3 *sa* weekly, thru Applegate Adv. Agency, Muncie, Ind.

Los Angeles Brewing Co., Los Angeles (Eastside beer), 6 *sa* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

WHO, Des Moines

Garden City Publishing Co., New York (business books), 3 *t* weekly, thru Huber Hoge & Sons, N. Y.

Hutchinson Meadow Gold Co., Des Moines (dairy products), 39 *sp*, thru Wallace Adv. Agency, Des Moines.

United Drug Co., Boston (Rexall), 3 *t* weekly, thru Spot Broadcasting, N. Y.

WQXR, New York

PM, New York newspaper, 72 *sa*, two weeks, thru Harry A. Berk, N. Y.

C. G. Gunther Sons, New York (fur storage), 14 *sa* weekly, two weeks, thru Eileen Cumming Assoc., N. Y.

Manhattan Institute of Accountancy, New York (home study course), 5 *sa* weekly, direct.

WCAU, Philadelphia

General Mills, Minneapolis (Wheaties), 6 *sp* weekly, 13 weeks, thru Knox-Reeves, Minneapolis.

KYW, Philadelphia

Bisceglia Brothers, Philadelphia (Greystone wines), 6 *sp* weekly, thru J. M. Korn, Philadelphia.

Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 *ta* weekly, thru Pollyea Adv., Terre Haute.

Manhattan Soap Co., New York (Sweetheart), 7 *sa* weekly, thru Franklin Bruck Adv., N. Y.

Iowa Soap Co., Camden, N. J. (Iowa Soap), 6 *sp* weekly, 13 weeks, thru James G. Lamb Co., Philadelphia.

Freihofer Baking Co., Philadelphia (Hollywood Bread), 6 *sp* weekly, 13 weeks, thru Richard A. Foley Adv., Philadelphia.

Perfection Stove Co., Cleveland, 3 *ta* weekly, 13 weeks, thru McCann-Erickson, Cleveland.

Philadelphia Evening Bulletin, Philadelphia (newspaper), 2 *ta* weekly, thru Donovan-Armstrong, Philadelphia.

American Chicle Co., Long Island City, N. Y. (Chichlets), 6 *ta* weekly, 13 weeks, thru Badger & Browning, Boston.

Abbotts Dairies, Philadelphia (milk), 2 *sp* weekly, 52 weeks, thru Richard A. Foley Adv., Philadelphia.

Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv., N. Y.

WBAL, Baltimore

Chrysler Corp., New York, 100 *sa*, thru J. Sterling Getchell Inc., N. Y.

Pierce's Medicines, Buffalo, *sa* series, thru H. W. Kastor & Sons, Chicago.

Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), *sa* series, thru John W. Queen, Boston.

Simon & Schuster, New York (books), 3 *sp*, thru Northwest Radio Adv. Co., Seattle.

Pittsburgh Institute of Aeronautics (school), 101 *sa*, direct.

WJHL, Johnson City, Tenn.

Chattanooga Medicine Co. (Black Draught), 6 *sa* weekly, thru Nelson Chesman Co., Chattanooga.

Waltham Pen Co., Chicago, daily *sa*, thru United Adv. Agency, Chicago.

Miami Butterine Co., Cincinnati (Nu-Maid Margerine), 5 *sa* weekly, thru Ralph H. Jones Co., Cincinnati.

KGMB-KHBC, Honolulu, Hilo, T.H.

Rainier Brewing Co., San Francisco, *sa* series, thru Buchanan & Co., Los Angeles.

Regal Amber Brewing Co., San Francisco, *sa* series, thru M. E. Harlan, Adv. Agency, San Francisco.

KJBS, San Francisco

Kip Corp., Los Angeles (ointment), 6 *sa* weekly, thru Philip J. Meany Co., Los Angeles.

Sierra Candy Co., San Francisco (packaged chocolates), *sa* series, thru Robt. Young Adv. Agency, San Francisco.

WCFL, Chicago

American Cigarette & Cigar Co., New York (Pall Malls), 38 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

Who Magazine, New York, 3 *sp*, 7 *sa* weekly, thru H. C. Morris Inc., N. Y.

KNX, Hollywood

Bosco Co., New York (milk amplifier), 3 *t* weekly, thru Kenyon & Eckhardt, N. Y.

Procter & Gamble Co., Cincinnati (Dash), 5 *t* weekly, thru Pedlar & Ryan, N. Y.

Studebaker Corp., South Bend, Ind. (autos), 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

United Drug Co., Boston (Rexall), 3 *t* weekly, thru Spot Broadcasting, N. Y.

Shaler Co., Waupun, Wis. (Rislone motor oil), 6 *sa* weekly, thru Kirkgasser-Drew Adv. Agency, Chicago.

William Wrigley Jr. Co., Chicago (chewing gum), weekly *sa*, thru Vanderbie & Rubens, Chicago.

Calavo Growers of California, Los Angeles (avocados), 6 *sa* weekly, thru Lord & Thomas, Los Angeles.

Marney Food Co., Huntington Park, Cal. (Marco dog food), 2 *sp* weekly, thru I. F. Wallin & Staff, Los Angeles.

Kellogg Co., Battle Creek (Pep cereal), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Schalk Chemical Co., Los Angeles (Hydro-Pura), 6 *sa* weekly thru Erwin, Wasey & Co., Los Angeles.

WJLS, Beckley, W. Va.

Fesenmeier Brewing Co., Huntington, W. Va., 5 *t* weekly, thru Frederick W. Ziv Inc., Cincinnati.

Chesapeake & Ohio Railway Co., Huntington, W. Va., 5 *sa*, direct.

Pure Oil Co., Chicago, 6 *sp* weekly, 26 weeks, direct.

WEEI, Boston

Shaler Co., Wampun, Wis. (Rislone, motor tuneup), daily *sa*, thru Kirkgasser-Drew, Chicago.

Welch Grape Juice Co., Westfield, N. Y., *sa* series, thru H. W. Kastor & Sons, Chicago.

KHJ, Los Angeles

Santa Fe Bus Lines, Los Angeles, weekly *t*, thru Ferry-Hanly Co., N. Y.

Los Angeles Brewing Co., Los Angeles (Eastside beer), 6 *sa* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

KFBK, Sacramento, Cal.

Roma Wine Co., Fresno, Cal., 7 *sp* weekly, thru Cesana & Assoc., San Francisco.

Rainier Brewing Co., San Francisco (Rainier beer), 7 *ta* weekly, thru Buchanan & Co., Los Angeles.

WGN, Chicago

American Cigarette & Cigar Co., New York (Pall Malls), 5 *t* weekly, 10 weeks, thru Ruthrauff & Ryan, N. Y.

WBBM, Chicago

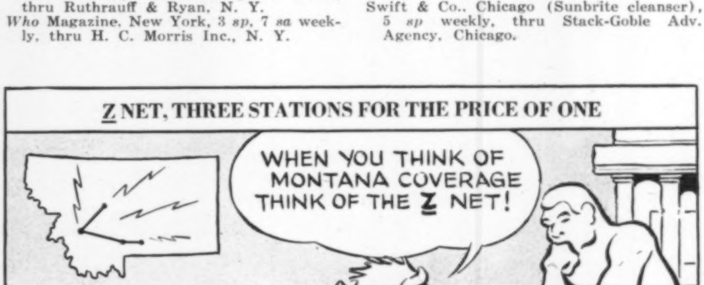
National Biscuit Co., New York (Cubs breakfast food), 7 *sp* weekly, thru Federal Adv. Agency, N. Y.

WBNX, New York

Welch Grape Juice Co., Westfield, N. Y., 6 *sa* weekly, 15 weeks, thru H. W. Kastor & Sons, Chicago.

WOR, New York

Swift & Co., Chicago (Sunbrite cleanser), 5 *sp* weekly, thru Stack-Goble Adv. Agency, Chicago.


Z NET, THREE STATIONS FOR THE PRICE OF ONE
WHEN YOU THINK OF MONTANA COVERAGE THINK OF THE Z NET!
BUTTE . . . . KGIR
HELENA . . . KPFA
BOZEMAN . . KRBM
LIVINGSTON . KRBM
Z
THE THINKER

Radio Clients Seen In Sporting Goods

Dealers Declared Behind the Trend in Use of Radio

RETAIL sporting goods dealers, as a group, are learning how they can use radio to boost their sales volume. This is indicated in a nationwide survey of radio stations conducted by the *Sporting Goods Dealer*, trade journal of the retail sports business, described in the April issue of the publication.

Although the survey was based entirely on replies by stations, rather than data supplied by radio-using dealers themselves, several general conclusions were drawn by the magazine from the replies, among them: (1) Sporting goods stores, on the average, are behind the trend toward radio advertising; (2) most sporting goods advertising is on small stations; (3) programs conducted by the dealer himself rank among the most successful; (4) sporting goods dealers have advantageous relationships with many stations, with the result that they sometimes get free plugs or cooperative courtesy plugs where others would not, such as on special event sports broadcasts.

Store Sponsorships

Citing NAB time unit sales figures for September, October and November, 1940, *Sporting Goods Dealer* estimated that about 325 programs were sponsored by sports stores on the 210 stations covered in the NAB sales survey during the three-month period—an estimated average of only about five minutes per month per station, along with about 1½ minutes per month per station for spot announcements sponsored by these stores.

"It is not likely that the 210 stations represented in the NAB study are in correct proportions as to the number of stations of each power range, nor are the figures intended for such a purpose," the magazine declared. "It is a safe probability that there is a greater percentage of powerful stations included in the NAB report than the percentage of powerful stations in the broadcasting industry.

"And from the replies received to the survey questions, it appears that some of the most successful radio advertising by sporting goods stores is handled through stations of lesser wattage. This is true for two reasons: The average store would be too small to pay the costs of advertising on a powerful station, and even if able to pay the costs, a more equitable buy is normally with the 'local' powered stations. Many stores find this extra cost for extra listeners outside their normal zone a method for building business. Others, and they are in the majority, find the cost out of line with the return, as compared with what can be done on the smaller station."

Radio Advertisers

COLONIAL DAMES, Los Angeles (cosmetics), consistent user of West Coast radio, is sponsoring participation four times weekly in *Better Drug Store News* on KFOX, Long Beach; thrice-weekly in *Knox Manning Late Evening News* on KNX, Hollywood, with six and three spot announcements per week on KOIN, Portland, and KSFO, San Francisco, respectively. In addition the firm sponsors a weekly five-minute program, *Find the Woman*, on 7 CBS Pacific Coast stations, (KNX KSFO KARM KROY KOIN KIRO KVI), Fri., 9:55-10 p.m. (PST). Agency is Glasser-Gailey & Co., Los Angeles.

PATHFINDER PETROLEUM Corp., Los Angeles, through Theodore B. Creamer Adv., that city, has started sponsoring a six weekly quarter-hour program, *Pathfinder News* with Neil Reagan, commentator, on KFWB, Hollywood. Contract is for 13 weeks, having started April 21.

CHICAGO DAILY NEWS, Chicago (newspaper), is sponsoring a thrice-weekly quarter-hour transcribed program *Getting Some Fun Out of Life* on WCBS, Springfield, Ill. Series feature songs by John Seagle and special messages by Dr. William L. Stidger.

ACCOUNTS PLACED through Henry J. Handelsman Jr. Inc., Chicago agency, during the last two weeks in April include: Match King Inc., Chicago (Match King lighters), a 13-week test campaign of six-weekly five-minute programs on WSAZ, Huntington, W. Va., and thrice-weekly spot announcements on WDZ, Tuscola, Ill.; KMO, Tacoma, Wash.; WFEL, Denver; WGB, San Diego and KOY, Phoenix. Monarck Mfg. Co., Chicago (Packard cameras) a two-week test campaign of thrice-weekly two-minute announcements on WCAR, Pontiac, Mich., a month campaign of seven-weekly announcements on KFNF, Shenandoah, Ia., and a schedule of undetermined length using seven-weekly five-minute programs on WPIC, Sharon, Pa. Photo Jigs, Chicago (jigsaw puzzles made from photo negatives) thrice-weekly announcements on WDZ and six-weekly quarter-hour hillbilly programs on WSAZ.

HELMS BAKERIES, Los Angeles (home delivery service), has started five-weekly participation in the morning exercise program, *Hollywood Way to Glamor* on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, having started April 21. Firm in addition sponsors the daily quarter-hour children's program, *Uncle Harry & the Little Engine* on that station, and also thrice-weekly participation in *Norma Young's Happy Homes* on KHJ, Los Angeles. Martin Allen Adv., Los Angeles, has the account.

SPENCER SHOE Co., Boston, on April 19 sponsored the broadcast of the 45th annual running of the Patriot's Day marathon on WBZ-A.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

LAUNCHING A LAUNDRY program was the assignment of Lyle DeMoss, production manager of WOW, Omaha, and he dove into the suds with this disdainful expression. Occasion was the starting of *Your Musical Laundry Boy*, sponsored each weekday morning at 7:45 a.m. by Kimball's Laundry. This informal shot of DeMoss in his best washerwoman manner will be blown up to 3 x 4 foot dimensions and used on Kimball trucks and billboards.

F. & M. SCHAEFER BREWING Co., New York, on April 29 will replace weekly half-hour *Schaefer Revue* on WEAF, New York, with a variety quiz show, *Col. Stoopnagle's Stump Club*. Replacement has been signed for 22 weeks. Agency is BBDO, New York.

NORTHERN TRUST Co., Chicago (banking facilities), on April 22 renewed for the sixth consecutive year on WGN, Chicago, *The Northerners*, octet and ensemble directed by Harry S. Walsh. Agency is J. Walter Thompson Co., Chicago.

CANADA DRY GINGER ALE, Toronto, on May 15 starts 18 to 24 transcribed flash announcements weekly on 8 Western Canada stations. Account was placed by MacLaren Adv. Co., Toronto.

GOODYEAR TIRE & RUBBER Co. of Canada, New Toronto (farm tires), has started *The Farm Broadcast* five times weekly at noon on CFRB, Toronto. Account was placed by J. J. Gibbons Ltd., Toronto.

GULF BREWING Co., Houston, Tex., has added 208 nighttime announcements over the Texas Quality Network, to its four quarter-hour programs on WOAI, San Antonio. The TQN programs include four types of music.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK

590 *On the dial*
1000 *Watts*

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

B-P T Co., Los Angeles, in a Southern California campaign to promote a new over-indulgence formula, A. M. Tablets, is using daily spot announcements on KRKD KFOX KMPC KGFJ. Agency is Logan & Rouse, Los Angeles.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles, consistent user of Southern California radio, is sponsoring a daily quarter-hour newscast on KRKD KGFJ KFAC, and contemplates adding other stations to the list in early fall. Agency is W. B. Ross & Associates, Los Angeles.

GALLO WINE Co., Modesto, Cal. (wines), in an eight-week test campaign started April 15 is using a total of 200 transcribed musical announcements weekly on six Southern Caifornia stations KRKD KMTR KFWB KFOX KHJ KFSD. Dahl Adv. Agency, Los Angeles, has the account.

BARKER BROS., Los Angeles (furniture, decorators), on May 1 started a weekly quarter-hour musical program, *Backgrounds for Melody*, on KNX, Hollywood. Contract is for 42 weeks. Written, produced and narrated by Rod Mays, program features an outstanding musician weekly. Harry Q. Mills supplies organ background music. The program originates from the firm's store auditorium. Barker Bros. also sponsors a four-per-week quarter-hour commentary on decorating titled *Backgrounds for Living*, on KNX. Marion Kyle Adv. Agency, Los Angeles, has the account.

LOS ANGELES BREWING Co., Los Angeles, in early May starts a local summer campaign using night announcements four times weekly on KNX KFI KHJ KFWB. Lockwood-Shackelford Adv. Agency has the account.

5000
WATTS DAY
5000
WATTS NIGHT

GOING UP!

Here's *news!* Within the next 30 days WDBJ's night power is going UP to 5000 watts—*at no increase in rates!* Which means a big, BIG bonus for advertisers—many *extra* thousands of radio families in our *primary* night coverage, *at our present, low 1000-watt rates!*

And that, friend, makes WDBJ a better-than-ever buy—more than ever the *only* station that provides *complete* coverage of the rich Roanoke-Southwest Virginia market! We suggest that you phone or wire for availabilities!

WDBJ
ROANOKE, VIRGINIA

FREE & PETERS, Inc.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 960 Kc.

KNX
50,000 WATTS
LOS ANGELES
CBS

The most-listened-to station in the richest market in the West

Ask any Radio Sales office for more information about KNX, one of the [illegible] CBS 50,000 watt stations.

GUSTAFSON BROKERAGE Co. San Diego, Cal., (food wholesalers), is sponsoring a weekly quarter-hour recorded consumer interview-quiz program on KGB, that city. With housewives as participants, program is recorded every Friday afternoon at a local grocery store, and released the following morning. Questions on food products are asked. Participants are awarded free grocery products for correct answers. Agency is Norman W. Tolle & Assoc., San Diego.

IOWA OIL Co., Dubuque, Ia., is currently sponsoring five-weekly quarter-hour news broadcasts on KDTH, same city. Contract is for 13 weeks. Placed direct.

BLACKSTONE PRODUCTS Co., New York (Aspertane), has started sponsorship for 52 weeks of *Breakfast Club* on KFRC, San Francisco, Monday, Wednesday, Friday, 8-8:15 a.m. (PST). Agency is Raymond Spector Co., New York.

SIERRA CANDY Co., San Francisco (packaged chocolates), with distribution throughout the western States, using radio for the first time, recently started a spot announcement test campaign on two California stations—KQW, San Jose and KJBS, San Francisco. If successful the company plans to extend its station list and is also planning a 15-minute program on KQW in June. Present plans of the sponsor call for a concentration of announcements preceding such days as Mother's Day, Valentine's Day, Fourth of July, Easter and Christmas to stimulate interest in candy purchases. Agency is Robert Young Adv. Agency, San Francisco.

ROMA WINE Co., Fresno, Cal. (Roma and LaBoheme wines) sponsor of *What Do You Think?* conducted by Art Linkletter twice weekly on the Mutual-Don Lee network on the Coast, is augmenting its radio advertising with a five-minute newscast, seven nights a week on KFBK, Sacramento and a series of one-minute transcribed novelty commercials on eight California stations. KSFO is releasing the transcriptions five times daily, six days a week. Frequency on the other stations varies. The transcriptions carry impersonations of radio and movie stars and invite the listener to guess the name of the star being impersonated. Agency is Cesana & Associates, San Francisco. The station list: KFOX KMTR KGFI KTMC KERN KARM KFBK.

ROCKWOOD & Co., New York (Chocolate Bits), has started sponsorship of *Bess Bye, Market Scout* on KFRC, San Francisco, Tuesday, Wednesday, Saturday, 8:40-8:45 a.m. (PST). Agency is Federal Adv. Agency, N. Y.

A. S. BOYLE Co., Jersey City (Old English wax), has started sponsorship for 8 weeks of *Breakfast Club* on KFRC, San Francisco, Tuesday, Thursday, 8-8:30 a.m. (PST). Agency is J. Walter Thompson Co., San Francisco.

When you see the
Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of
CHNS
The Key Station of the
Maritimes at Halifax
Rep: WEED & CO.

Procreation Pays

PROCREATION pays dividends at WOR, New York, under President Alfred J. McCosker's new plan to deposit a $10 check in the Greenwich Savings Bank, a sponsor on the station for the last 11 years, in the name of each child born to a member of the WOR staff. First beneficiary was WOR Engineer Alexander Sanford's daughter, Geraldine Julia, born April 14.

ROYAL TAILORS, Chicago (men's clothing), on April 28 started a test campaign of thrice-weekly quarter-hour sports reviews, *The Press Box*, featuring Jim Kearns, sports editor of the *Chicago Tribune*, on WGN, Chicago. Agency is George H. Hartman Co., Chicago.

KROGER GROCERY & BAKING Co., Cincinnati, on April 28 renewed for 52 weeks its five-weekly quarter-hour dramatic serials *Mary Foster, the Editor's Daughter*, for Vitamin B-One O'Clock bread, and *Linda's First Love*, for Hot-Dated Coffee, on WGN, Chicago. Agency is Ralph H. Jones Co., Cincinnati.

CROWN DOMINION OIL Co., Hamilton, Ont., on April 25 started thrice-weekly transcribed spot announcements on CFRB, Toronto; CKOC, Hamilton; CKTB, St. Catherines, Ont.; CKCR, Kitchener, Ont.; CKPC, Brantford, Ont. Account was placed by E. W. Reynolds & Co., Toronto.

MID-CONTINENT PETROLEUM Corp., Tulsa (D-X gasoline), on April 14 started a 13-week schedule of five-minute sports reviews featuring Frank McGivern on WJBC, Bloomington, Ill. Agency is R. J. Potts & Co., Kansas City.

WILSON LINE, Philadephia (steamship line), will again use radio in Philadelphia this summer to advertise its boat schedules and excursion trips down the Delaware River. Starting June 2, and continuing until after Labor Day, the sponsor will use KYW, WDAS and WFIL. Agency is John Faulkner Arndt & Co., Philadelphia.

YORK KNITTING MILLS, Toronto (Harvey Woods products), has started a series of spot announcements in cooperation with local retail dealers on 9 stations throughout Canada. Account has been placed by Cockfield Brown & Co., Toronto.

GENERAL MILLS, Minneapolis (Wheaties), started April 28 a 10-minute daily sports review on WCAU, Philadelphia. Program is being handled by Powers Gouraud, WCAU midnight commentator. Agency is Knox-Reeves, Minneapolis.

Macaroni Test

KEYSTONE MACARONI Co., Lebanon, Pa., will test an American language program for the first time, starting May 5 and continuing throughout the entire month, on WBRE, Wilkes-Barre, Pa., for its *San Gorgio* spaghetti sauce. Sponsor has been using foreign-language shows for a number of years on many stations in various markets. On WBRE, participation in the 10:15 a.m. *Women's Program* will be used five times weekly. Door-to-Door sampling will be tied up with the radio advertising and if the Wilkes-Barre test proves successful, similar samplings in connection with straight American radio programs will be extended to other markets. Agency is James G. Lamb Co., Philadelphia.

Baking Firm Using 38 Station Series

Columbia Features New Type Of Packaging for Cake

COLUMBIA BAKING Co., Atlanta, southeastern bakery, is using radio extensively to promote its new Redi-Cut Cake, which is already cut and packed in a cellophane wrapper. The campaign, second 13-week series of the year, is placed by Freitag Adv. Agency, Atlanta, of which Norman Frankel is radio director.

Besides radio, the campaign includes 151 newspapers in Virginia, North Carolina, South Carolina, Georgia and Florida, as well as 25,000 broadsides for the grocery trade.

Before introducing the cake, Columbia conducted tests, including radio, and enjoyed quick sellouts. The present campaign is introductory, with 38 stations carrying 12 to 21 announcements a week, and a 39th to be added later. The entire promotion is built around the new and exclusive package.

A New Package

The cake is two-layers, cut into eight slices, and placed on a tray with each slice in a separate compartment. The cellophane wrapper is held in place by a cardboard collar which snaps on and off. The package eliminates staleness after the package is first opened. Discs were recorded by NBC. Stations are:

WJMA, Covington, Va., to start May 25; WAIM, Anderson, S. C.; WISE, Asheville, N. C.; WAGA, WATL, Atlanta; WSOC, Charlotte; WCHV, Charlottesville, Va.; WCOS, WIS, Columbia, S. C.; WRBL, Columbus, Ga.; WBLJ, Dalton, Ga.; WMFJ, Daytona Beach, Fla.; WFNC, Fayettevile, N. C.; WFTM, Fort Myers, Fla.; WRUF Gainesville Fla.; WBIG, Greensboro, N. C.; WKEU, Griffin, Ga.; WFBC, Greenville, S. C.; WSVA, Harrisonburg, Va.; WHKY, Hickory, N. C.; WMFR, High Point, N. C.; WJAX, Jacksonville, Fla.; WMAZ, Macon, Ga.; WIOD, Miami; WMGA, Moultrie, Ga.; WTMC, Ocala, Fla.; WLOF, Orlando, Fla.; WPTF, Raleigh; WRGA, Rome, Ga.; WSPB, Sarasota, Fla.; WSUN, St. Petersburg, Fla.; WSPA, Spartanburg, S. C.; WFIG, Sumter, S. C.; WTAL, Tallahassee; WDAE, Tampa; WGOV; Valdosta, Ga.; WAYX, Waycross, Ga.; WDAK, West Point, Ga.; WDBO, Orlando.

New Fitch Program

F. W. FITCH Co., Des Moines (Fitch Shampoo) on May 3 started its weekly quarter-hour program featuring Happy Jack Turner, singing pianist, on 10 NBC-Red network stations [BROADCASTING, April 21]. Series is heard Saturdays 9:45-10 a.m. (CDST). Agency is L. W. Ramsey Co., Davenport, Ia.

KFEL DENVER
5000 WATTS
MUTUAL NETWORK

DENVER'S FIRST
ALL NIGHT STATION
Represented by Blair

in the CONTROL ROOM

GARRY HARRIS, Hollywood engineer on the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., who is Canadian born, celebrated three major events in his life during the week of April 24. He had a birthday on Monday, a fourth wedding anniversary on Thursday and the following day became an American citizen.

JOHN GAUSE, engineer of WGN, Chicago, is the father of a boy, born at St. Bernards Hospital, Chicago.

LARRY WALKER, formerly of WFTL, Fort Lauderdale, Fla., and Ben Tessler have been added to the engineering staff of WPID, Petersburg, Va.

HAL O'DONNELL, engineer-announcer of KVCV, Redding, Cal., has become production manager of the station.

HENRY ROBSON of Lancaster, O., has joined the engineering staff of WJLS, Beckley, W. Va., succeeding William Barron who transferred to the new WKWK, Wheeling. Bill Barrett has left the WJLS control room to accept a newswriting job.

PAUL H. CLARK, junior control supervisor of NBC, Chicago, on April 28 reported for duty in the Naval Reserve at Noroton Heights, Conn.

REALISTIC EFFECTS
CBC Engineer Gets Authentic Blitz Recordings

NOW it can be told.

During the severe bombings of London last September, Art Holmes, recording engineer with the Canadian Broadcasting Corp. Overseas Unit in Great Britain, sat in the middle of a famous London park with the recording car to get sound effects of an air raid. Nightly, he followed the blitz to the hottest spots to make recordings which have since been used not only on numerous broadcasts but also for use with newsreels and by speakers describing the air raids.

Mr. Holmes

Holmes was first assigned to CBC work in France in March 1940, has been since then in a collision at sea, has stood anti-submarine watch on a liner, has been on flights with the RAF, has recorded activities of Canadian troops in Great Britain. Before going overseas he had worked in the Arctic, been a wireless operator for 10 years at sea, worked on newsreels, owned an amateur transmitter. He has been overseas since December, 1939, when he stepped on board the flagship which took over the first Canadian troops, with only a suitcase and his recording car.

CHIEF ENGINEERS of the 64 CBS Latin American stations have been welcomed into the ranks of CBS engineers by E. K. Cohan, CBS director of engineering, in the 38th issue of "Engineering Notes", booklet on equipment and engineering news distributed from time to time by the network to its affiliates. The booklet will hereafter be mailed to Latin American engineers in Spanish and Portuguese.

WJR'S NEW TOWER, replacing the one blown down in an Armistice Day gale, went into operation last week. Here Chief Engineer M. R. Mitchell of the Detroit Station waves a salute as the last section of the 700-foot structure goes into place. Mitchell won the praise of engineers when, in zero weather and a 70-mile wind, he constructed a temporary antenna last November and had the station back on the air at starting time the following morning. The makeshift has done valiant service throughout the winter, keeping the WJR signal at full strength throughout its primary area. The new tower has already greatly enlarged the area.

New WFCI, Providence Announces Personnel

AFFILIATED with both MBS and Colonial Network, the new WFCI, Pawtucket-Providence, began operation under program test April 26 and launched its regular schedule April 28. The station operates on 1420 kc. with 1,000 watts. The formal dedication was scheduled for May 3-4.

Owned by Pawtucket Broadcasting Co., of which Frank F. Crook, automobile distributor, and Howard W. Thornley, former chief engineer of WPRO, are principal stockholders, the station is managed by W. Paul Oury, pioneer New England broadcaster and operator of the former WPAW, in Pawtucket, which later was combined with WPRO. Theodore F. Allen, formerly with NBC and one-time manager of WQDM, St. Albans, Vt., is commercial manager. Walter F. Hewitt is in the sales department.

The announcing staff includes Don Graham, David Brooks and David Adams. Arthur Paquette is musical director. Jefferson Bordon 4th, Jack Perry, Charles Hammond and Barton Albert comprise the technical staff.

WISH YOU WERE IN ... IN DIXIE?

Meet Southern housewives socially via Suzanne Javeau's glamourous WWL "Women's Forum", their best-loved participating program. Available for sponsors Now. Recipes, styles, folk-lore — results! (11:45-12:00 A. M., Tues.-Thurs.-Sat.)

WWL
NEW ORLEANS
50,000 WATTS

Video Innovations

NICK DE FRANCESCO, of the engineering staff of WPEN, Philadelphia, and a former television engineer at the Philco plant in Philadelphia, claims he has designed a new radio frequency section receiving audio signals simultaneously, without interlocking. The images, he says, can be enlarged from a small cathode ray to a three-foot screen by a special lens process. The new lens, incorporated on the television camera, uses a special curvature so that all views can be picked up without violently changing the position of the camera. De Francesco plans demonstration of his experiments at the WPEN studios.

HEARINGS scheduled for May 5 at Pensacola on the proposed revocations of licenses of WTMC, Ocala, and WDLP, Panama City, Florida locals identified with the Perry newspaper interests, on charges of "hidden ownership", have been postponed until May 19. Commissioner Walker will conduct the hearings, moving them to Ocala and Panama City if he deems necessary.

Board for Conciliation Of Labor Troubles in Dominion Is Advocated

THE Department of Labor at Ottawa has announced readiness to appoint a Conciliation Board to discuss labor problems of the Canadian Broadcasting Corp. and its technical employes who are reported to have requested such a board.

The entire labor question is understood to be in connection with technical staffs in larger centers. Shortly after the outbreak of war the CBC announced that union organization would not be allowed within the CBC for the duration. The CBC's employes are not strictly civil servants since the CBC is a private corporation owned by the government, but CBC officials feel that CBC employes come under the same regulations as the civil service insofar as unions are concerned.

This stand has not yet been tested, though it is based on a ruling of the Justice Department that civil service disputes do not come under the Industrial Disputes Act. CBC officials state that they are ready at any time to discuss wages and working conditions with its employes.

BALTIMORE INSTITUTIONS:

PIMLICO

America's most famed race course; scene of the "Preakness"

and

WFBR

Maryland's Pioneer Broadcast Station

WFBR has always shown a keen, "hometown" interest in local events—it has won acceptance by Baltimoreans as a Baltimore institution.

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

That public acceptance gives more "pull" to your radio advertising when you use WFBR.

WFBR

National Representative: Edward Petry & Co.

CHILD QUIZ SERIES GOES ON DON LEE

BECAUSE it allegedly followed too closely formula of the NBC *Quiz Kids*, sponsored by Miles Labs. (Alka Seltzer), Hollywood executives of that network cancelled launching on April 28 of the weekly half-hour program, *Kids of the Week*, on 11 Pacific Blue network stations, Sunday, 5-5:30 p.m. (PST).

Lime Cola Co. of California (beverages), sponsor of the new show, was offered choice of two substitute programs, but turned them down. Instead, Davis & Pearson Adv. Agency, Hollywood, servicing the account, announced that *Kids of the Week* will start May 10 for 13 weeks on 14 Pacific Coast Don Lee stations, Saturday, 1:30-2 p.m. (PST), in a test before going transcontinental on MBS.

Don D. Davis, agency executive, said the program formula as presented to NBC Hollywood executives had originally been approved, but later tabooed. He said the Lime Cola program differs from the *Quiz Kids* in that it has only one quiz angle, that of the six youngsters hurling questions at a guest personality. Otherwise, it was said, they discussed current topics, with a "kid of the week" chosen for some meritorious act. Show, under the new setup, is to originate from Hollywood, with Doris Sederholm portraying the role of Betsy Ross.

Action of NBC executives in cancelling *Kids of the Week*, it is understood was to avoid any infringement claim on the part of Alka-Seltzer, which releases its weekly *Quiz Kids* on the Blue.

MBS Outlets Study ASCAP Plan

(Continued from Page 9)

on last Friday there was no indication that either of these networks would conclude their arrangements with ASCAP until after the NAB convention.

Infringement Clause

All the proposed license forms carry ASCAP's agreement to release station or network and its sponsors and advertising agencies from any liabiilty claims that have arisen since Jan. 1, 1941, because of broadcasts allegedly infringing on copyrights controlled by ASCAP. Contracts also for the first time provide for indemnification of advertisers and agencies as well as stations against infringement claims.

In a letter accompanying the license forms, the Mutual copyright committee reviews its negotiations with ASCAP which it states were undertaken at the decision of MBS shareholders that the return of ASCAP music to the air was in the public interest. Reason for Mutual's independent negotiations, apart from the public interest involved, "was the advice of our attorneys that negotiations should be entered upon separately and in good faith to avoid any charge of conspiracy with other elements in the industry in violation of the anti-trust laws," the letter states.

Analyzing the proposed plans, the letter points out the 3% blanket license station fee in place of the 5% paid previously; the deduction of line charges and fixed sales expenses; the length of the contract, eight years and seven months, which "removes any question as to ASCAP licenses for a substantial period of time"; the extension of indemnity to advertisers and agencies; the "most favored nation" clause and other advantages, including the reduction in royalty rates which "should make it possible for broadcasters to secure additional music from other sources, so that the total music cost might well be the same or less than the percentage paid to ASCAP in 1940."

Letter was signed by the full copyright committee: Alfred J. McCosker, chairman; E. M. Antrim, H. K. Carpenter, Lewis Allen Weiss, Fred Weber, and approved by W. E. Macfarlane, MBS president.

Minority Report

The Shepard-Taft telegraphic "minority report" against the action of the majority of the Mutual board in approving the proposed formula, reads as follows:

"Mutual sent you today information regarding contracts not yet drawn which ASCAP has promised to sign with Mutual and individual stations. Mutual asked for quick reply which would commit stations without allowing time for analysis of proposal and without waiting for NAB convention being held within 10 days.

"Present proposal should be compared with offer ASCAP made to you in March, 1940, and which you turned down. In most cases present offer through Mutual affords you no saving. On basis best figures procurable ASCAP would collect under proposed deal close to amount paid in 1940. We believe it would be suicide to put ASCAP music back on air as Mutual committee suggests before individual station contracts are signed. Alternative per-program deal contains guarantees and we believe does not comply with consent decree. We trust you will not be stampeded and will wire Mutual you are withholding your decision until after convention. Letter follows as soon as can make detailed analysis."

Releasing the telegram to the press, Mr. Shepard said that of the 142 stations which are exclusive MBS affiliates, 122 are subscribers to BMI. Breaking them down into income groups on the basis of 1939 revenue figures, he said that 78 of the stations had incomes of $50,000 or less and so would have paid ASCAP only 3% under the terms of the license offered by ASCAP last year and rejected by the stations. Of the other 44 Mutual stations, 37 fall in the $50,000 to $150,000 class, which the license proffered by ASCAP last year would have taxes 4%, and seven stations in the $150,000 and over category, for whom the ASCAP fee would have amounted to 5%.

FCC Chairman James L. Fly was quoted by International News Service as follows: "I can say that, of course, I feel that there is a strong public interest in making available to the public at an early date the vast libraries of ASCAP. I should be regretful if there should arise any impediment to expeditious consideration of this problem by any and all broadcasters. I certainly think the movement is in the public interest and I am happy to hear that the entire industry is making progress in the negotiations which are now under way."

MBS, in its press release, said that individual agreements with ASCAP "can be expected from such stations as WOR, WGN, KHJ, Don Lee Network, WIP, WHK, WCLE, WGR, WCAE and WFBR". This, it is presumed, stems from approval of the ASCAP proposal by directors of MBS representing these stations.

MBS Reply to Miller

On May 2 Fred Weber, MBS general manager, sent the following answer to Neville Miller: "Your telegraphic communication has reached our attention. We are amazed that you would proffer an analysis of the ASCAP proposal while it is en route and before it was received by Mutual stations. We wonder what prompted you to make such an analysis since the Mutual copyright committee sent a complete analysis with the proposals.

"We understood that the NAB was an association supported by the entire radio industry. Recently the association has demonstrated an increasing alarming tendency to enter into controversial subjects affecting competition between the older networks and the Mutual Broadcasting System. This is emphasized by your action in entering into a matter of business which solely concerns the affiliates and Mutual.

"We protest against your attemps to coerce, influence, and restrain the free choice of action of independent broadcasting stations."

RADIO commentators Johannes Steel. Lisa Sergio and Linda Littlejohn will be among the well-known radio figures speaking at the First National Town Hall Conference to be held at Town Hall, New York, May 7-9, under the direction of George V. Benny Jr. president of Town Hall, and moderator of the NBC *America's Town Meeting of Air* program.

●

Announcing

BROOKLYN'S OWN STATION

WBNY

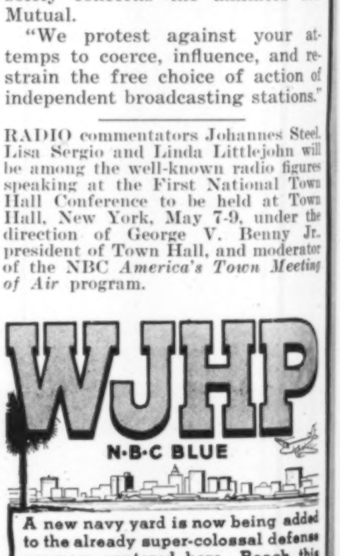
Now Serving the World's Richest Market

500 watts full time 1430 kilocycles

Griffith B. Thompson
Vice President

1 Nevins Street **Brooklyn, N. Y.**

●



A new navy yard is now being added to the already super-colossal defense program centered here. Reach this ready cash business.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
[illegible], Mgr. N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

Network Accounts

All time EDST unless otherwise indicated.

New Business

DR. B. L. CORLEY'S PRODUCT, San Francisco (medicinal), recently started for 52 weeks quarter-hour health talks on 8 Don Lee California stations (KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC) Sat., 10:15-10:30 a.m. (PST) Agency: Rufus Rhoades & Co., San Francisco.

GENERAL PETROLEUM Co., Los Angeles (Mobil gas, oil), on April 27 started for 52 weeks, *I Was There* on 9 CBS West Coast stations (KNX KSFO KARM KOIN KIRO KVI KFPY KOY KTUC), Sun., 9-9:30 p.m. Agency: Smith & Drum, Los Angeles.

STANDARD OIL Co. of Indiana, Chicago, on April 18 started *Auction Quiz* for 52 weeks on 45 NBC-Blue stations, Fri., 8-8:30 p.m. Agency: McCann-Erickson, Chicago.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (silverware), on April 27 started an all-Canadian *Silver Theatre Summer Show* on 30 Canadian Broadcasting Corp. stations, Sun., 6-6:15 p.m. EDST. Agency: Young & Rubicam, Toronto.

CAMPBELL SOUP Co., New Toronto, Ont., on April 28 started the French romantic daytime serial *Jeunesse Doree* on CBF, Montreal; CBV, Quebec; and CBJ, Chicoutimi, Que.; Mon. thru Fri., 12-12:15 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

WILMINGTON TRANSPORTATION Co., Los Angeles, on May 12 starts *Catalina Fun Quiz* on 6 CBS Pacific Coast stations, Mon. thru Fri., 12 noon-12:15 p.m. (PST). Agency: Arthur Meyerhoff & Co., Los Angeles.

McKESSON & ROBBINS, Bridgeport (proprietary), on May 12 starts 65 participations in *Yankee Network News*, on 19 Yankee stations, 1-1:15 p.m. Agency: Brown & Tarcher, N. Y.

Renewal Accounts

COCA COLA Co., Atlanta (soft drink), on May 25 renews for 26 weeks *The Pause That Refreshes on the Air* on 105 CBS stations Sun., 4:30-5 p. m., and on June 29 shifts to Sun., 8-8:30 p.m. Agency: D'Arcy Adv. Co., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, on June 2 renews for 52 weeks *Voice of Firestone* on 56 NBC-Red stations, Mon., 8:30-9 p.m. Agency: Sweeney & James, Cleveland.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, has renewed *Rumba y Romance*, broadcast in Spanish for Camel cigarettes to Latin America over NBC's shortwave transmitters, WRCA and WNBI, for another 13 weeks, Thursday evening half-hour featuring Xavier Cugat and his orchestra. Agency: William Esty & Co., N. Y.

St. Louis
Welcomes
N.A.B.

Come In And Chew
The Fat With Us

Shaffer - Brennan
Margulis Adv. Co.
4 North Eighth St.

Color Television Given First Exhibition by NBC

NBC last Thursday took its color television out of the laboratory for its first demonstration, with a score of newspapermen as witnesses. At the present stage of development the brilliance added by color is partly offset by the greater resolution of the black-and-white images.

Like the CBS television, previously demonstrated, NBC's system is mechanical, with the color supplied by three-color discs, operated in synchronization at transmitter and receiver. Scanning of the two systems is also similar, 120 fields giving 20 interlaced frames a second. Also like the CBS demonstrations, NBC's was not actually broadcast, but was sent by cable directly from the studio to the receivers. O. B. Hanson, NBC vice-president and chief engineer, stated, however, that during the past four weeks NBC has broadcast 20 hours of color television for field tests. He reported that he had received the colored pictures clearly at his suburban home some 45 miles from the transmitter.

Mr. Hanson said the ultimate answer should provide an all-electronic system for color as it does for black-and-white television, but that at present the mechanical color disc provides the simplest method.

SANTA FE TRAILWAYS & Burlington Trailways, Los Angeles (bus transport), will jointly sponsor weekly the quarter-hour transcribed serial, *The Shadow*, on KHJ, Hollywood. Contract is for 26 weeks, starting May 6. A merchandising plan is planned. Agency is Ferry-Hanly Co., Los Angeles.

FORT WORTH POULTRY & EGG (Armour & Co.) for Cloverbloom butter April 25 renewed *Clover-Bloom Quartet* for 13 weeks over 15 Texas State Network stations, Fri., 12:30-12:45 p.m. (CST). Placed direct.

PRUDENTIAL INSURANCE CO. OF AMERICA, New York, on May 26 renews *When a Girl Marries*, on 52 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: Benton & Bowles, N. Y.

Network Changes

CAMPBELL SOUP Co., Camden, on May 5 shifted *Amos 'n' Andy* for two weeks from Hollywood to New York on 61 CBS stations, Mon. thru Fri., 7-7:15 p.m Agency: Ward Wheelock Co., Philadelphia.

HECKER PRODUCTS Corp., New York (Shinola), on May 3 shifted *Lincoln Highway* from 10-10:30 a.m. to 11-11:30 a.m., and rebroadcast time from 12-12:30 to 1-1:30 p.m. Sat. on 61 NBC-Red stations. Agency: Benton & Bowles, N. Y.

MARS Inc., Chicago (candy bars), on May 26 shifts *Dr. I. Q.* from Washington, D. C. to Detroit, for six weeks on 97 NBC-Red stations, Mon. 9-9:30 p.m. Agency: Grant Adv., Chicago.

ROMA WINE Co., New York (wines), on May 2 shifted origination of *What Do You Think* on 19 Mutual-Don Lee California & Arizona stations, Mon., Fri., 6:45-7 p.m. (PST), from San Francisco to Los Angeles. Agency: Cesana & Assoc., San Francisco.

GENERAL FOODS Corp., New York (La France, Satina, Minute tapioca), on April 28 added 19 stations in *Joyce Jordan, Girl Interne*, making a total of 78 CBS stations, Mon. thru Fri., 2:15-2:30 p.m., rebroadcast 6:30-6:45 p.m. The additional 19 stations will carry commercials for Postum. Agency: Young & Rubicam, N. Y.

FARMERS OF WLW

Executives Don Rural Garb for Special Program

EXECUTIVES of WLW, Cincinnati, turned farmers for a day April 23, when a special dedicatory program was aired from the station's new experimental farm in Warren County, Ohio [BROADCASTING, April 21]. Holding the cup for a refreshing pause during the ceremonies is Robert E. Dunville, general sales manager of the broadcasting division of the Crosley Corp. Pumping the elixir is James D. Shouse, vice-president in charge of broadcasting, while Ed Mason, farm director of the station, mike in hand, broadcasts the incident.

With a cackling hen furnishing the accompaniment, Mr. Shouse, told listeners: "Since the project is the first of its kind ever undertaken by a radio station—people have asked me 'Why is a radio station interested in a farm and what is the logic in the back of it'." In answering these questions, Mr. Shouse pointed out that his station pioneered along lines of public service, and since a large percentage of the station's listeners were from rural areas where they could be reached only by a clear-channel station such as WLW, they are doing everything possible "to bring them new and additional information about better methods in farming". The farm is known as "Everybody's Farm".

Reggie Martin Appointed As Manager of WIZE

REGGIE MARTIN, veteran radio man who on May 1 left the general managership of WINX, Washington, on the same date became manager of WIZE, Springfield, O., controlled by Charles Sawyer, Cincinnati attorney and Democratic national committeeman from Ohio. The appointment was announced by Ronald B. Woodyard, vice-president of WIZE and of WING, Dayton, also Sawyer-controlled. With the Martin appointment, Woodyard stated he will devote his entire attention to the Dayton station.

Martin's move to WIZE reunites three former members of the Iowa Broadcasting Co. staff. Several years ago Martin was program director of KSO, Des Moines, and Ranny Daly, now program director of WING, held the same position at KRNT. At that time Woodyard was a salesman for the two stations, and he and Martin were roommates. Martin later went to WJNO, West Palm Beach, as manager, and from there to Washington.

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
RED
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

The Northwest's Best
Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.
FREE & PETERS, INC. — Natl. Rep.

XUM

Two FM Station Grants Conditioned on Order 79

DEVIATING from its practice under the newspaper inquiry order, the FCC last Wednesday announced granting of the Class B FM application of the *Milwaukee Journal*, to which the call W55M already has been assigned. Action was taken on petition of the newspaper company, which operates WTMJ, setting forth that construction of the station had been about half-completed, with approximately $50,000 already spent and another $100,000 earmarked.

The Commission ordered issuance of the construction permit under the last proviso of Order 79, adopted in March, upon finding that "the public interest, convenience and necessity will be served by construction at this time and without prejudice to determination of the newspaper issue".

At the same meeting, the FCC ordered issuance of a construction permit for a new FM station to Radio Service Corp. of Utah, which operates KSL, but with the condition that no construction shall be undertaken or completed until the Commission has acted on the general newspaper ownership question. The proposed FM station, to which the call K47SL has been assigned, is corporately linked with the *Salt Lake City Tribune* and *Telegram*. John F. Fitzpatrick, publisher of the newspapers, is listed as an approximate 20% stockholder, with the Mormon Church owning 50.5%.

ACA Elections

LOUIS LITTLEJOHN and Edward Darlington, both of Philadelphia, have been elected chairman and secretary-treasurer respectively of the newly-created Broadcast District Local 1 of the American Communications Assn. Elected branch chairmen were: Sidney Adler, New York; Raymond P. Griswold, Buffalo, and Charles C. Smith, Philadelphia. Sanford Alper was elected secretary-treasurer of the New York branch; Walter Krieman was elected secretary and Ernest Jones treasurer of the Buffalo branch. Baltimore and Washington branches will hold their elections shortly, it was stated.

LIP-STICK and slip-stick brigade is what this out-door shot was labelled by Everett L. Dillard, manager of Commercial Radio Equipment Co., Kansas City engineering firm. When spring fever struck, the crew adjourned to the balmy outdoors. (l to r) M. W. Woodward, Harold Crispell, Betty Davis, R. F. Rschannen, Mr. Dillard and R. F. Wolfskill.

Morris Granted Control Of KSUN, Lowell, Ariz.

CARLETON W. MORRIS, manager of KSUN, Lowell, Ariz., was authorized by the FCC April 29 to assume control of Copper Electric Co. Inc., licensee of KSUN. Under the deal Mr. Morris will purchase 58.7% of the issued and outstanding capital stock from the present holders, Lawrence R. Jackson and James S. Maffeo, for a total consideration of $6,001. KSUN operates with 250 watts on 1200 kc.

The FCC the same day also authorized Sarah M. Scanlan, executrix of the estate of Joseph M. Scanlan, deceased, to transfer control of the Star Printing Co., permittee of KRJF under construction in Miles City, Mont., to Sarah M. Scanlan personally. Action involves 68.1% of the stock. Station is 100% controlled by stockholders of the Star Printing Co., publisher of the *Miles City Star*. KRJF will operate with 250 watts on 1340 kc.

NEW YORK financial circles reported April 28 that RCA, which last October borrowed $5,000,000 from a group of banks, has borrowed $10,000,000 more to expand facilities for defense orders and other increased business. Both loans are for five years at 1½%.

Don Lee Video Sports

TO TEST new developments in equipment and technique, all available outdoor sports in Southern California will be covered by the television cameras of W6XAO in an experimental program lined up by Thomas S. Lee, president of Don Lee Broadcasting System, which owns and operates the station. With advantages of the new transmitter of W6XAO on top of 1700-foot Mt. Lee, two cameras, one with wide-angle and the other with telephoto lens, are to be used. Reports from 500 owners of teleceivers in the area will be used to judge qualities of experimental coverage.

New Portable Recorder Is Announced by RCA

A NEW TYPE portable disc recording equipment for cutting high-quality instantaneous recordings both in the studio and on remote locations, has been announced by the Engineering Products Section of RCA Mfg. Co. Although a quality instrument in all respects, the device is compact enough to be enclosed in two handy carrying cases when ready for moving.

Designed for long service and built to the same standards set for RCA's radio studio equipment, the portable unit is a complete recording channel, with the exception of a microphone. It consists of a turntable, a record cutting attachment, and an amplifier and loudspeaker unit. The turntable and the amplifier-speaker unit may be used together as a high-quality record player.

Boost for WHBL

WHBL, Sheboygan, Wis., was authorized April 29 by the FCC to increase its power from 250 watts night, 1,000 watts day, to 1,000 watts fulltime on 1330 kc., with a directional antenna for fulltime use. WESX, Salem, Mass., was granted a construction permit to increase its power from 100 watts to 250 watts fulltime, on 1230 kc.

Leese Corp. Asks FM

M. A. LEESE RADIO Corp., owned by the *Washington Evening Star* and licensee of WMAL, Washington, which it leases to NBC, has applied to the FCC for commercial FM facilities in the Capital City. The application, bringing the number pending to 60, asks 47.1 mc. to cover 5,600 square miles and a population of 899,946.

Criminal Caught

IMAGINE facing a hunted killer across the counter of an empty lunch room while the radio blared his description! That was the nerve-wracking experience of a Hazen, Nev., bartender April 23 while listening to KOH, Reno. Luckily the killer was busy playing the pin ball machine and did not hear the announcement. When the keeper went out to get help, his friends said the man did not fit the radio description. He was allowed to catch a freight to the next town but the persistent barkeeper called the police and warned them. The killer was picked up 12 miles away. In a letter to KOH, the police chief gave the station complete credit for making possible the capture of the murderer a little more than eight hours after the crime was committed.

Rules for Applications Are Amended by FCC

RULES governing the submission of applications to the FCC for standard broadcast, FM, international and television stations were amended by an action of the Commission April 30. Hereafter applicants must submit applications in triplicate rather than in duplicate as required by items d and f in section 1.351 and section 1.382 (b) of the Commission's Rules of Practice and Procedure. The previous day the FCC had amended the rules governing studio transmitter link broadcast stations to provide for utilization of stations in this service by international stations. The revised rules will permit the holding of not more than two STL station licenses in connection with each license for an international station.

New FM Transmitter

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, has placed an order with Graybar Electric Co., Los Angeles, for a high voltage FM transmitter to be erected atop Mt. Lee, Hollywood site of the Don Lee television station, W6XAO. New unit, expected to start operation by early summer, will consist of a 230-foot steel vertical tower on top of a six-bay turnstile antenna, adding another 70 feet to the radiator's height. Frank Kennedy, Don Lee chief engineer, is to supervise installation of the FM equipment that will service an area of 7,000 square miles.

IBEW Signs KIEV-KFVD

AFTER several weeks of negotiation, KIEV, Glendale, Cal., and KFVD, Los Angeles, in late April announced the signing of 100% union shop contracts with Local 40, IBEW. Contracts call for standard union wage scales for all technicians, two-week vacation, sick leave and other improved working conditions. Al Speede, business manager of Local 40, with Roy Tindall and W. A. Kelly, international representative of IBEW, negotiated the contracts with J. Frank Burke and David H. Cannon, managers of KFVD and KIEV, respectively. Negotiations are also under way with KFAC, Los Angeles.

REL

FM's PIONEER MANUFACTURER

Industry Leaders Chose REL—

REL is proud of the company it keeps! Outstanding figures in the radio industry have specified REL for their FM transmitters—leaders like Major E. H. Armstrong, inventor of FM, Alpine, N. J.; John Shepard and Paul de Mars, Yankee Network, Boston; Walter Damm, WTMJ, Milwaukee; William Scripps, WWJ, Detroit; Dr. Ray Manson, WHAM - Stromberg - Carlson, Rochester; Clarence Wheeler, WHEC, Rochester; John Hogan, WQXR, New York City; Roger Clipp, WFIL, Philadelphia.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

47.8 of Population Lives in 140 Cities

THAT 47.8% of the population of the United States lived in the 140 metropolitan districts of the country as of April 1, 1940, was disclosed in a U. S. Census Bureau report released April 30.

Statistics gathered as part of the 1940 decennial census showed there were 62,958,703 persons living in the 140 metropolitan districts, and that these districts also contained 18,184,716 dwelling units, or 48.7% of the nation's total. The latter figure was taken from the 1940 housing census gathered concurrently with the population count. Of these dwelling units 850,731, or 4.7%, were vacant and for sale or rent as compared with 5% in the country as a whole.

3.7 Persons Per Dwelling

The average population per occupied dwelling unit was 3.7 in the total area of 140 metropolitan districts, being 3.6 in the central cities and 3.8 outside these cities. In the nation as a whole, the average population per occupied dwelling unit was 3.8.

Summary population and housing data for each of the 140 metropolitan districts are given in tables now available from the Census Bureau. The population figures are final, with the housing figures subject to possible slight revisions. Separate announcements are being released by the Census Bureau for the individual metropolitan districts, giving 1940 population and housing data on each.

Earlier, the Census Bureau issued a preliminary report on total farm population in the United States as of April 1, 1940, showing that it numbered 30,475,206 as compared to 30,445,350 in 1930. The difference between the preliminary 1940 and the 1930 figure—29,856, or 0.1%—is so small that it is not possible to state, until the complete returns are available, whether the total farm population of the United States has increased or decreased during the decade.

The preliminary table of farm population figures by geographical divisions and States is also available from the Bureau.

INS

"We have established and are maintaining the daytime audience with our INS."—John C. Sweeney, KPHO, Phoenix.

INTERNATIONAL NEWS SERVICE

RADIO SAMPLES MERCHANDISE

Music Store Makes Unique Use of Air Medium to Sell Its Products in the Denver Area

By RUSSELL B. WELLS
Vice-president
Charles E. Wells Music Co., Denver

FOR THE FOURTH consecutive year, the Charles E. Wells Music Co. has signed a 52-week contract with KOA. That, I believe, is the strongest endorsement our company can give for a job well done.

In the 22 years of its existence our company has expanded from one to five stores and from 13 employes to 110 until we are now one of the leading musical instrument dealers in the Rocky Mountain area. But the growth of our "music service" since we started using radio is the greatest satisfaction my father, Chas. E. Wells, the founder, has had throughout the store's history.

A Saver of Time

Reports of our salesmen working out of the five stores have indicated the great assistance our broadcasts has given them. They report that much time is saved for them in their calls upon prospects in homes and businesses. A characteristic welcome our salesmen receive is, "Oh, yes, we listen regularly to your *Wells of Music* programs and we like it very much." This value alone, opening doors more easily, we regard as amply justifying our regular use of radio.

But, in addition, sales of items in the various stores consistently reflect, in the cash registers, the direct selling value of our programs. Furthermore, the heightened attendance at music study classes conducted by the store is another important factor.

The Chas. E. Wells Music Co. has conducted free accordion classes for boys and girls seven years of age or over. Information concerning these classes has gone to the public via the *Wells of Music* broadcasts. The children receive free instruction, free music and are supplied instruments to practice on. Mothers and fathers in large numbers have taken advantage of this service for their children. The training begins with the fundamentals of music, and as the children progress, they join the Wells Elementary Accordion Band. Hundreds of children have thus been enabled to learn music; and, of course, many sales of musical instruments have resulted.

An Aid in Sampling

Among the other activities of our musical merchandising organization have been the Junior Police Band and a Marimba Orchestra, believed to be the only one of its kind between Chicago and the West Coast. The Junior Police Band has received the high approval of civic officials and has been the means of stimulating a love of band music among hundreds of youngsters.

In general, the Chas. E. Wells Music Co. has used radio broadcasting most effectively to "sample our merchandise" in all departments. While our main instrumental emphasis in our radio programs has been the Steinway Piano, programs also have carried Hammond Electric Organ, xylophone, stringed instrument and other musical offerings from time to time.

Our keen appreciation of the importance of radio advertising may be summed up in a letter which I wrote to KOA:

"The daily broadcast over KOA of *Wells of Music*, introduced by the theme melody from "The Old Oaken Bucket" draws inspiration from the everlasting wells of melody, and broadcasts its full measure of beautiful music for the enjoyment of countless music loving homes . . .

"After four years' occupancy, we have extended for another term of years our lease upon the first three floors and basement of the NBC Building, the musical heart of Denver, where we hope our friends always will feel as free to come for musical service as we are happy to welcome them.

"Not only do we receive frequent favorable comments from listeners, but our sales figures have steadily justified our KOA broadcasting activities since we first started on KOA in 1937."

Lone Ranger Gets C. I. T. Safety Award

FOR THE SECOND TIME since 1936, when the Foundation was established, *The Lone Ranger*, has been awarded the C. I. T. Safety Foundation Award for "the outstanding effort and achievement in support of traffic safety during 1940". The program was cited for its regular safety talk delivered as part of each presentation.

The committee of judges selecting the winner consisted of C. C. McGill, director of public relations for the Automotive Safety Foundation; Dr. O. H. Caldwell, editor of *Radio and Television Today* and Darrell Bartee, managing editor of the same publication.

Reviewer Pays

JACK CREAMER, WINX, Washington, play reviewer, has been denied free admission to the local legitimate theatre. Conductor of *Two Down Front*, he had an agreement with Edmund Plohn, manager of the National Theatre, to "report" plays on his program. He was recently given notice that he would no longer get free ducats because he adversely criticized some of the shows. Plohn declared he did not want to foster any "new critics" in Washington, therefore withdrew the ticket offer. Creamer, undaunted, still attends with money out of his own pockets—"analyzing" and criticizing plays as he sees them.

Blue Moon Test

BLUE MOON FOODS, Thorp., Wis., is testing announcements for Bavarian cheese spread on participating programs, five times weekly on *Bessie Beatty*, WOR, New York; thrice-weekly on *June Baker*, WGY, Schenectady; and *Dick Stone*, WIRE, Indianapolis. Agency is H. B. LeQuatte Inc., New York.

NEW FM/AM

TUNES TO 165 MC

COVERS FM RELAY FREQUENCIES

HALLICRAFTERS Model S-27B tube FM/AM Communications tuner operates on 3 bands; 36 to 60 mc; 56 to 94 mc; 92 to 165 mc. Changes from FM to AM with the bandswitch. RF amplifier first detector and oscillators are high frequency Acorn Tubes High gain 1852 tubes in iron core IF stages. Push-pull high fidelity audio amplifier uses beam power tubes. Controls are: RF gain; bandswitch; antenna trimmer; IF selectivity control; volume control; beat oscillator pitch control; tone control with bass boost position; S-meter and Verneir Tuning Scale; AVC on-off Switch; standby switch; phone jack; amplitude or frequency modulation operation switch; 110 volt 50-60 cycle AC. (Available for 25 to 133 cycles, 110 to 250 Volts. Price upon application) Model S-27B with tubes, $195.

MODEL S-31-A
HIGH FIDELITY AMPLIFIER

Delivers 25 Watts of high fidelity audio power to either speaker or 500 ohm load. 6 tubes. Fidelity within 2DB gain from 50 to 15,000 cycles, Channel No. 1, microphone (high impedance) 96 DB, channel No. 2, phone (low impedance) 60 DB power output 25 Watts, power consumption 120 Watts, output impedance No. 1, 500 ohms; No. 2, 8 ohms; No. 3, 4 ohms. Model S-31-A Amplifier complete with tubes $49.50.

the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

Screenland Culls New Talent From Radio

Many Mike Stars Appear in New Pictures

By DAVID GLICKMAN

HOLLYWOOD film producers, running their seasoned eyes over radio names on the lookout for motion picture talent, have uncovered several potential stars. Some film companies have people assigned to nothing else but listening in for likely acting material. Others have scouts out around the country.

Barbara Jo Allen, Hollywood comedienne, featured as Vera Vague on the weekly half-hour *Signal Carnival*, sponsored by Signal Oil Co., on 14 NBC-Pacific Red stations, Sunday, 7:30-8 p.m. (PST), having successfully completed her first major film assignment in the Paramount production, "Kiss the Boys Goodbye", has been engaged by that studio for a comedy lead in another picture, "Buy Me That Town".

The Great Profile

Cliff Nazarro, double-talker comedian, featured on the weekly NBC West Coast sustainer, *This Is the Show*, will have an important role in the Paramount picture "World Premiere", which is to feature John Barrymore, now a radio star on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest). The picture is in production.

Nazarro, on completion of that assignment, switches to Warner Bros. for a part in the musical film, "Navy Blues", which goes into production shortly. He recently completed important roles in the Republic Studios service comedy, "Rookies on Parade", and "The Night of Jan. 16", produced by Paramount. Martha Raye, who built her reputation through radio, has been signed for the second feminine lead in "Navy Blues". Mary Jane Walsh, former New York radio and night club vocalist, has a part in that screen play, too.

The Feminine Side

Making their vocal film debut will be Gleason's Royal Guards, popular radio sextette, who have been signed by Fleischer Studios in Miami, Fla., to sing chorus numbers for "Mr. Bug Goes to Town", the new $1,000,000 feature length Technicolor cartoon, which Paramount will release this year. Composed of former university men, Gleason's Royal Guards include Tommy Gleason, Ollie West, Joe De Lisle, Henry Austin, Ricky Tanzi and Roy Russell. Kenny Gardner and Gwenn Williams, also radio singers, will do solo versions of the melodies. Fleischer Studios, incidentally, will also produce a Superman and Popeye cartoon series.

Marilyn Hare, daughter of Ernie Hare, pioneer radio comedian, who did some work before the microphone herself and is now under contract to Republic Studios, has completed her first major screen assignment in "Country Fair". She has a top part in "Angels With Broken Wings", a Broadway-background musical now being produced by that film company.

Featured with Miss Hare in the latter film are Mary Lee, singer on the CBS *Melody Ranch*, sponsored by William Wrigley Jr. Co. (Doublemint gum), and Jane Frazee who was part of the noted Frazee Sisters singing team. Miss Frazee also has a part in "Country Fair". She made her film debut as romantic feminine interest in Universal's service comedy, "Buck Privates", and has the lead in "Sing Another Chorus", recently completed by that company.

Vacation Fun

TRAGIC happenings revolved around the recent Tennessee vacation of Herman Michael, CBS-Hollywood engineer. He first found his mother seriously ill. Then his grandmother fell and injured her head. A brother-in-law was fatally injured. His two coon dogs engaged in a fight resulting in the death of one. To top it off, on the return trip his new car burnt out two connecting rods.

Republic Studios has long capitalized on the popularity of radio names and features several others from well-known local and network programs in "Country Fair". There are Whitey Ford of the NBC *Plantation Party*, sponsored by Brown & Williamson Tobacco Co. (Bugler tobacco), and Hal Peary who portrays Throckmorton P. Gildersleeve on the NBC *Fibber McGee & Molly* program, sponsored on NBC-Red by S. C. Johnson & Son. Cast also includes the Vass Family, singing group of the NBC *Alec Templeton Time*, sponsored by Miles Laboratories (Alka Seltzer), as well as Lulubelle & Scotty, singing stars of *Boone County Jamboree*, on WLW, Cincinnati. Latter two are also signed by Republic for "Village Barn Dance".

Bud and Lou

Following completion of their next service comedy for Universal, which is titled "Bud Abbott and Lou Costello in the Navy" the duo will hit the great open spaces in "Ride 'Em Cowboy", scheduled for June production. They are featured in "Oh Charlie", which will not be released for some time. The comedy team, which got its start to popularity on the CBS *Kate Smith Hour*, sponsored on CBS by General Foods Corp. (Grape Nuts), also has a featured part in "Buck Privates". Under a 13-week contract, Abbott & Costello on April 6 returned to radio as a feature of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

When that program resumes in September after a summer layoff, they will continue to be featured along with Edgar Bergen and other cast members. J. Walter Thompson Co., agency servicing the *Chase & Sanborn* account, has a three-year option on the comedy team. The Andrew Sisters, back in Hollywood after a 10-week personal appearance tour, have also reported to Universal for a singing spot in "Buck Privates".

Arthur Q. Bryan, who portrays Waymond Wadcliffe on the weekly CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., has been assigned a featured role in the Warner Bros. picture, "Manpower", starring Edward G. Robinson, radio and film star. Dick Lane, fast-talking man of the *Al Pearce Show*, has a part in the RKO production, "Sunny", to be released this spring. Martha Tilton, NBC vocalist, has a singing and dialogue part in the latter picture.

Jimmy Wakely, Johnny Bond and Dick Rinehart, cowboy singers and musicians of the CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co., were signed to a five-year contract by Harry Sherman Productions, for the Hopalong Cassidy pictures, released through Paramount. Their contract starts upon their return from the Gene Autry personal appearance tour.

Jerry Colonna, ad lib comedian of the NBC *Bob Hope Show*, sponsored by Pepsodent Co. (toothpaste), has a leading character role in "Sis Hopkins," the million dollar production now being released by Republic. It stars Judy Canova. Bob Crosby's orchestra is also featured in the "Sis Hopkins" film. Brenda & Cobina were recently borrowed by Columbia Pictures from the *Bob Hope Show* for a comedy spot in "Time Out for Rhythm", which stars Rudy Vallee. When the latter studio made "Penny Serenade", Johnny Johnston, Hollywood vocalist featured in several West Coast NBC network programs, did the voice dubbing.

Sheriff Wilson

Don Wilson, announcer on the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-0), did several bit parts in pictures before he was signed by Harry Sherman, producer, for a major role in "The Round-Up", a western comedy now being released through Paramount. He portrays the sheriff.

Douglas Evans, KFI-KECA, Los Angeles producer, has been cast as an announcer in the Universal picture, "Too Many Blondes", which stars Rudy Vallee. Purely a coincidence, his name in the film is Don McNamara, which is that of a KFI-KECA announcer. Tom Frandsen, a KFI-KECA announcer, is attending dramatic classes at MGM studios and getting paid for it. The studio has him under consid-

26
FULL TIME STAFF MEMBERS
WIS
560 KC
5000 W. DAY 1000 W. NIGHT
NBC RED
COLUMBIA, S.C.
FREE & PETERS, Inc.
National Representatives

ONE OF AMERICA'S
FINEST
INDEPENDENT STATIONS
WBOC
RADIO PARK-SALISBURY, MD.

STANDARD TWIN ATTRACTIONS is what Standard Radio calls their comely 1941 NAB convention hostesses to illustrate the double attraction of the 1941 Standard Radio Transcription Library as "bigger and better". These duplicate beauties are Helen and Margaret Roach of Chicago, 20-year-old twins who have appeared on several radio programs. In addition, Standard Radio personnel at the convention will include Gerald King and Milton Blink, co-owners; Alex Sherwood, sales manager; Don Allen, production director and Herbert Denny, southern sales representative.

eration for picture work. Then there is Eric Sevareid, CBS war commentator, who, through a deal made by the NBC artists service, has been signed to portray himself in the Warner Bros film "Underground".

There are scores of others taken from radio who are making names for themselves in motion pictures. The list is long and varied with talent hailing from all parts of the country. Among top personalities are Dorothy Lamour, Jack Benny, Bing Crosby, Bob Hope, Don Ameche, to name but a few. Even Rochester (Eddie Anderson) of the *Jack Benny Show*, is being passed around after being an apparent fixture in pictures starring Benny. Rochester has a role in "Kiss the Boys Goodbye", the Paramount picture now in production, and will also be seen in "Birth of the Blues". It is a virtual certainty he will be with Benny in the 20th Century Fox picture, "Charley's Aunt", which was scheduled to get under way May 5.

Originally designed as a medium-budgeted picture, aimed to snare the radio-listening trade, RKO has greatly expanded plans for its untitled comedy which will feature Edgar Bergen and his Charlie McCarthy, with Fibber McGee & Molly. The studio now has decided to make it a big production.

Writers and Producers

The film industry continues to keep an attentive eye on the writing and production personnel of radio, finding those fields quite fertile. Scores of radio dramatic and comedy serials, and also half-hour sketches and musicals, have been bought by film studios. Many have been used, others shelved for future production.

Consequently, some of radio's most brilliant writers, as well as lesser knowns, have had film studio assignments. Arch Oboler, for instance, recently did the screen play of "Escape" for MGM. Norman Corwin has done a few screen adaptations for RKO. Irving Reis who went to Paramount as a writer, is now an RKO director.

Sam Moore, radio writer-producer, has just completed his writing assignment on the MGM screenplay, "The Merry Merriweathers". Louis K. Sidney, will produce the film play. Sidney was formerly a radio producer. Prior to that he was a New York radio station manager. Aubrey Wisberg, former New York radio writer, has sold an original story, "Come Blow Your Horn", to Jacques Thiery, for major release. Ted Sherdeman, NBC Hollywood writer-producer, has collaborated in screen adaptations, to mention just a few.

Texas Cheer

RELEGATING war news and the grimmer aspects of the world to an obscure position is the determination of KGNC, Amarillo, Tex., during May. Messages to this effect will be inserted throughout the broadcast day reminding people to forget their worries and let romance replace routine. Local merchants are cooperating with KGNC by playing up the station's slogan, "It's Maytime . . . so . . . let's live", in their window displays. One station official even suggested, "that we send our startled wives a bouquet".

The Other Fellow's VIEWPOINT

'Summer Naturals'

EDITOR BROADCASTING:

I couldn't help but notice the splendid editorial in the current [April 14] issue, "Summer Naturals". I'm rather surprised this question didn't pop long before this.

One partial, but important, answer is the fact that stations (not networks) have done little or nothing to slant their selling to entice this kind of business.

This year WOR is taking the first step ever taken by any station to plug the hell out of summer.

The attached presentation* shows you how.

Particularly novel and important are two sections of this story:

1. The listening survey of boats page 12.
2. The remarks on "available" and listening audiences, pages 9 and 10.

The boat survey is the first of the kind ever done by any station anywhere. In fact, it was done secretly last August to scoop the boys this spring.

So far, we've had some rather breath-taking responses on this thing; the next few weeks will really indicate what we may expect.

JOSEPH CREAMER,
Promotion Director,
WOR, New York.

April 14, 1941.

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*A 26-page brochure titled *Five Months Make One Year.*

HUB JACKSON, TSN-KFJZ announcer, Ft. Worth, has joined the Texas Defense Guard and is sergeant in Company B, 27th Battalion.

5000 WATTS DIRECTIONAL

WBNX
NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET–

Metropolitan New York

70,000

defense workers in the Youngstown district have just received a liberal pay raise. Most of them listen regularly to

WFMJ

A great new voice commands the air of Central New York...

WAGE

1000 WATTS DAY AND NIGHT
ON 620 KILOCYCLES

SYRACUSE,
NEW YORK

The New Mutual Outlet

Already, Central New York listeners have accorded WAGE their wholehearted acceptance — a gratifying tribute to the excellence of WAGE's local and network programming. Already, local and national advertisers are cashing in on this enthusiastic reception by getting top coverage on a clear channel, a responsive audience and crack merchandising support. *43 major Syracuse advertisers opened with WAGE!*

Get more for your Central New York advertising dollar. Put WAGE on the top of your list.

WAGE
SYRACUSE, NEW YORK

Represented by
EDWARD PETRY & CO. Inc.
New York • Chicago
Los Angeles • Detroit
St. Louis • San Francisco

Burnett Hershey Named Head of Overseas Club

BURNETT HERSHEY, foreign news commentator of WMCA, New York, and former manager of the Paris bureau of the *New York Sun*, was elected president of the Overseas Press Club of America at its annual meeting in New York.

Also elected to membership in the Club, which is made up of more than 200 active and former foreign radio and newspaper correspondents, were: Irene Kuhn, NBC correspondent, as a vice-president; Mrs. Linton Wells, wife of the CBS commentator, as secretary. New executive board members include: Wythe Williams, MBS commentator; H. V. Kaltenborn, NBC news analyst; Mary Knight, publicity director of Erwin, Wasey & Co., New York, and former UP foreign correspondent; Linton Wells; Irene Taylor, a former United Press radio editor abroad; Guy Hickok, formerly of NBC and now on the Committee for the Promotion of Commercial and Cultural Relations Between the Americas; Johannes Steel, commentator on WMCA and WOR, New York; Waverly L. Root, former MBS foreign correspondent and now associate foreign editor of the *New York Daily Mirror*, and Herbert Bayard Swope, a member of the CBS board of directors.

LESTER GOTTLIEB, publicity director of MBS, on May 2 left New York for his annual three-week visit with Mutual affiliates and radio editors in the East and Midwest. He also will attend the NAB convention in St. Louis, May 12-15.

IT'S W BIG!

The MAGIC CIRCLE

SOON—
5000 richly laden watts night and day to serve the Magic Circle — richest and most populous in all the Southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

GREENSBORO N.C.

Procter & Gamble Leads Schedule Shifts As Networks Juggle to Meet Time Change

PACED BY the activity of Procter & Gamble, Cincinnati—summer removal of five of their daytime serials, reshufflling six others on the NBC-Red, and the realignment of three serials on CBS—daylight saving time went into effect on April 28, accompanied by the annual minor headaches to network traffic managers and agency timebuyers.

The usual changes in summer schedules were made with the shifting of some midwest stations from the early broadcast to the rebroadcast of certain programs, while other programs are or will take a summer hiatus.

Many to Stay

Although the summer plans of a number of sponsors have not as yet been decided, it has been noted that a number of programs that went off the air last year will remain on through the summer this year.

"We have found", one agency official explained, "that the summer audience is there, and the network discount is all the more reason for staying on the air right through the year". Summer replacements thus far indicate a continuance of the popularity of dramatic and other non-musical programs. A number of agencies are understood to be auditioning dramatic shows as summer replacements. Interestingly enough, there has not been a straight musical program as a summer replacement so far this year.

Summer and daylight time changes on NBC, CBS, and MBS programs to date are as follows:

NBC-RED

PROCTER & GAMBLE Co., Cincinnati—*Life Can Be Beautiful* (Ivory soap), *Houseboat Hannah* (Lava soap), *Man I Married* (Oxydol), *Kitty Keene* (Dreft), and *This Small Town* (Duz) went off the air April 28. On the same date, *Road of Life* (Chipso and Oxydol) was shifted to 10:45-11 a.m.; *Story of Mary Marlin* (Ivory Flakes) to 11-11:15 a.m.; *Pepper Young's Family* to 11:15-11:30 and now on for White Naptha soap; *Lone Journey* (Dreft and Duz) to 11:30-11:45 a.m.; *Against the Storm* (Ivory Flakes) to 3-3:15 p.m.; *Guiding Light* to 3:30-3:45 p.m. and now on for Camay soap.

GENERAL FOODS Corp., New York—*Jack Benny* (Jell-O), stations in the central time zone switch to repeat, and after June 1 program will be replaced by *Regular Fellers; Aldrich Family* added a repeat to the Coast April 30; *Home of the Brave* (Calumet Baking Powder and Swansdown cake flour), and *Portia Faces Life* (Post Toasties) shifted from CBS on April 28, now on at 5-5:15 and 5:15-5:30 p.m.

GENERAL MILLS, Minneapolis (Wheaties)—On June 2 shifts *Jack Armstrong* to 5:45-6 p.m.

BEST FOODS, New York (Hellman's mayonnaise)—June 2 shifts *We the Abbotts* from CBS, to NBC-Red, 5:30-5:45 p.m.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes)—*Uncle Ezra* off for the summer (date undecided).

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes)—*Fred Waring in Pleasure Time*, stations in central time zone switched to repeat, April 28.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes)—*Johnnie Presents*, stations in central time zone switched to repeat, April 28.

NBC-BLUE

AXTON-FISHER TOBACCO Co., Louisville (20 Grand and Spud cigarettes)—*Your Happy Birthday* on May 1 added a repeat at 11-11:30 p.m. for Midwest and Far West.

CAPPING THE CLIMAX in stories about busy station personnel, KOA, Denver, offers this documentary photo of its No. 1 Jack-of-All-Trades, Jack Lyman. KOA claims Jack can do anything around a radio station—they give him the following titles: Production manager, writer, actor, m.c., announcer, commentator, director and head of special events.

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars)—*Famous Jury Trials* on April 28 shifted from 15 stations, Mon., 7-7:30 p.m. to 66 stations, 10-10:30 p.m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes)—*Information Please*, on May 2 started Pacific Blue rebroadcast 7:30-8 (PST).

J. B. WILLIAMS Co., Glastonbury, Conn. (shave cream)—*True or False*, off for ten weeks, July 7. Sponsored in the interim by W. F. Young, Springfield, Mass. (Absorbine Jr.).

CBS

PROCTER & GAMBLE Co., Cincinnati, on April 28 started *The Story of Mary Marlin* for Ivory soap. Mon. thru Fri., 5-5:15 p.m. (also on NBC-Red, 11-11:15 a.m.); shifted *The Goldbergs*, now on for Duz, to 5:15-5:30 p.m., and *The O'Neill's* (Ivory soap) to 5:30-5:45 p.m.

THOMAS J. LIPTON Inc.—Helen Hayes Theatre off June 22.

GULF OIL Corp., Pittsburgh—On April 27 replaced *Screen Guild Theater* with *World News Tonight*.

INTERNATIONAL SILVER Co., Meriden, Conn.—On April 27 replaced *Silver Theater* with *Silver Theater Summer Show*.

LEVER BROTHERS Co., Cambridge (Rinso)—On July 2 replaces *Big Town*, replacement undecided.

GENERAL FOODS Corp., New York—*Kate Smith Hour* (Grape Nuts), eight stations in central and mountain time zone switched to repeat April 28, and about June 27 program will be replaced by *Claudia; We The People* (Sanka coffee), nine stations in central and mountain time zones switched to repeat, April 28; and on same date, *Kate Hopkins* (Maxwell House coffee) shifted to 2:45-3 p.m.

U. S. TOBACCO Co., New York (Dill's Best and Model smoking tobacco)—*Gay Nineties Revue*, shifted 16 western stations to repeat, April 28.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes)—Shifted 9 stations carrying *Blondie* to repeat, April 28; and 25 stations of *Al Pearce & His Gang* to repeat, May 1.

CAMPBELL SOUP Co., Camden, *Amos 'n' Andy* (soup), shifted 23 stations to repeat, April 28; and 19 stations of *Lanny Ross* (Franco-American spaghetti) to repeat, April 28.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes)—*Your Hit Parade* shifted 8 western stations to repeat, May 3.

PET MILK SALES Corp., St. Louis (canned milk)—*Mary Lee Taylor*, shifted 3 stations to repeat, April 29.

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor)—*Duffy's Tavern* off for 13 weeks, June 14.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes)—*Paul Sullivan Reviews the News*, shifted 7 stations to repeat.

PHILIP MORRIS & Co., New York (cigarettes)—*The Crime Doctor*, shifted 16 stations to repeat, April 27.

STORY OF PRESSURE

Coffee Firm Finds Solution By Use of Radio

WHEN, slightly more than a year ago, Tone Bros., Des Moines, announced Tone's Pressure Pack Coffee, both the account and its agency, Son De Regger & Brown of that city, admitted the sales story of pressure packing was difficult to tell. Various advertising tests would have to be made to determine the most effective way of getting the story across. Radio's portion of the initial schedule was limited.

Following the first announcement in April, 1940, Tone Bros. salesmen checked carefully the reaction of grocers and consumers alike. By December all advertising plans were abruptly changed and Tone Bros. put all their eggs in a news show on KRNT, Des Moines.

The response on the part of the consumer was instantaneous according to the sponsors. In some cases grocers actually quadrupled their purchases and sales of the new coffee in January alone. Retail grocers who had previously refused to include the new product in their stores began ordering and discussing with salesmen the unique claims made in commercials. They were convinced.

Pure Oil Series

PURE OIL Co., Chicago, is currently sponsoring a varying schedule of five to seven-weekly 5, 10 and 15-minute news broadcasts on WJLS WLVA WCHV WBTM WARM WFDF WPAY WSVA; thrice-weekly sports programs and thrice-weekly newscasts on WSLS and six-weekly sports broadcasts on WDEL. Contracts are for 13 and 26 weeks. Agency is Leo Burnett Co., Chicago.

Double Daylight Dropped

DOUBLE DAYLIGHT saving time did not go into effect in industrial areas of Ontario and Quebec, as contemplated. While it was seriously considered at Ottawa for cities which have been on daylight time since last summer, the government finally decided not to go ahead with the plan adopted in Great Britain. But within the broadcasting industry it is thought daylight saving may be nationally applied as a wartime measure to save electric power in the autumn, following the experience at Ontario and Quebec with year round daylight saving.

Oil Brings Gold to ILLINOIS

Oil gushers are daily increasing the wealth of the already rich WSOY area. Oil, soy beans, abundant grain crops and hundreds of manufacturing plants give this area ALL the characteristics of an active, responsive test market.

250 WATTS • 1340
FULL TIME
Sears & Ayer, Nat'l Reps.

DECATUR, ILLINOIS
WSOY

AGENCY Appointments

BLAGDEN BROS., New York (Chrysler-Airtemp oil heating and air-conditioning), to Adrian Bauer Adv., Philadelphia.

IOWA SOAP Co., Burlington, Ia., and Camden, N. J. (Iowa soap), to James G. Lamb Co., Philadelphia, to handle a radio test campaign in the east.

CHICAGO CARPET Co., Chicago, to Robert Kahn & Assoc., same city. Currently running thrice-weekly participations in the *June Baker Home Management* program on WGN, Chicago.

CONSUMERS OIL Co., Chicago (Bluetone Oil) to Robert Kahn & Assoc., Chicago. Currently using a 13-week thrice-weekly quarter-hour transcribed musical program on WJJD, same city, and WIND, Gary, Ind.

LOWENBAUM MFG. Co., St. Louis (junior miss dresses), to Reiss Adv., New York. Plans being formulated for a fall promotional campaign.

W. K. BUCKLEY Ltd., Toronto (proprietary), to Walsh Adv. Co. Ltd., Toronto. Radio advertising will be continued in the autumn.

DISTILLERS WAREHOUSE Inc., St. Louis (Glen Echo wines), to Olian Adv. Co., same city. Currently conducting a test campaign of 24-weekly spot announcements on WIL, St. Louis. Sponsor plans to expand as market develops.

WETHERBY-KAYSER SHOE Co., Los Angeles, to Sidney Garfinkel Adv. Agency, that city. On May 6 starts for 52 weeks, using five spot announcements weekly on KECA.

GORDON BAKING Co., Detroit (Silvercup bread), to Geyer, Cornell & Newell, N. Y. Extensive radio is planned.

BLUE MOON FOODS, Thorp, Wis. (cheese spreads), to H. B. LeQuatte Inc., N. Y. Testing spots.

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y., to Cecil & Presbrey Inc., N. Y.

STANDARD OIL Co. of Kentucky, Louisville, to Burton E. Wyatt & Co., Atlanta, Ga.

LAURA LEE CANDY Co., Alexandria, Va., to Vincent Tutching & Assoc. Inc. Using participations on WRC, WJSV, Washington.

Shaler Spots

SHALER Co., Waupun, Wis. (Rislone Motor Tune-up & Karbout) on May 23 starts a special spring campaign of seven-weekly live spot announcements on 24 stations. Present schedule is for one week but may be expanded later. Stations selected are WSB WEEI WBBM WGAR WFAA KLZ WHO WJR KPRC WDAF WHAS WREC WTMJ WOW KOY KOIN KSL KSFO KIRO KGNC WABC KMOX WCCO KNX. Agency is Kirkgasser-Krew Co., Chicago.

WFBG
ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Priorities

(Continued from page 11)

quarters and steps are being taken to avert any repetition.

Both the Domestic Broadcast and the International Broadcast subcommittees of the Defense Communications Board have been holding periodic meetings, to blueprint operations in these fields under actual emergency conditions. The domestic broadcast phase is limited by the President's Executive Order of last year to jurisdiction over "physical aspects of broadcasting" as a means of reassuring the industry against any censorship implications.

Essential to Defense

While the sessions of all the DCB committees are being held in strict confidence, the Domestic Broadcast Committee has been meeting regularly during recent weeks under chairmanship of NAB President Neville Miller. A number of studies have been undertaken to create a pattern for wartime operation.

In these deliberations radio's status as a first-line medium and as an essential national defense pursuit is fully recognized. The fact that this status does not jibe with the OPM conclusion on priorities has caused disturbance within the industry. Moreover, the DCB itself has been thinking along the lines of 100% spare equipment for the 900-station broadcast structure as a war measure—presumably having in mind availability of auxiliary transmitters for immediate installation, in the event existing facilities are disrupted. Unless production schedules are maintained, it appears hopeless without the essential metals, to evolve such a replacement plan.

Preparation of a guidebook or manual of broadcast station operations is under way under DCB Committee auspices, it is reported. This is designed to provide a complete picture of the broadcast structure, presumably to be used in some contingency that might develop as a result of the war.

THE HOT SPOT

740

between
NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios
1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

Peare Heads Session

Mr. Peare

ROBERT S. PEARE, director of publicity department of General Electric Co., Schenectady, has been appointed chairman of the radio departmental session to be held May 28 as part of the 37th annual convention of the Advertising Federation of America, Hotel Statler, Boston [BROADCASTING, April 28]. Other speakers at the session have not been announced.

Capper Post to Zach

PHILIP ZACH, for 17 years eastern advertising manager of Capper Publications, and manager of the New York office, has been named vice-president and director of advertising, in which capacity he will direct the publicity of WIBW, Topeka, and KCKN, Kansas City, both Capper stations. Mr. Zach joined the Capper organization in 1919 and has been a director of the company since its incorporation.

Greeting Card Plans

ARTISTIC CARD Co., Elmira, N. Y. (greeting cards), early in the fall will start a 13-week announcement campaign on 25 or 28 stations. The Phil Gordon Agency, Chicago, handles the account.

NAB Committee Will Ponder Public Relations

A FORMAL plan for the creation of a $300,000-$500,000 public relations fund for the broadcasting industry, will be considered by the NAB "Grass-Roots" Committee at a meeting called by its chairman, Edward Klauber, CBS executive vice president, on May 11 in St. Louis.

Mr. Klauber told BROADCASTING last Thursday he is completing his draft of the plan for an all-inclusive industry promotional and educational campaign and would submit it to the full committee at the pre-NAB convention meeting—the first session of the group since its organization meeting in New York April 3. If approved, the plan, as modified, will be presented to the convention during the May 12-15 sessions.

Members of the Committee, in addition to Chairman Klauber, are Neville Miller, NAB president, ex officio; Frank E. Mullen, NBC vice-president and general manager; A. H. Kirchhofer, WBEN-WEBE, Buffalo; Maj. Edney Rdige, WBIG, Greensboro; Gardner Cowles Jr., Iowa Broadcasting Co., and C. T. Hagman, WTCN, St. Paul-Minneapolis. T. C. Streibert, WOR-MBS vice president, participated in the initial session as an observer.

WITH, Baltimore, and WWDC, Washington, have signed with Charles Michelson, New York, for the Speedy-Q sound effect record library.

. . . and a little child shall lead them . . .

ON A GREAT BIG HORSE!

Defense contracts are making a world of difference in markets today. Take Wichita, for example. Last year we understand the total earned income amounted to approximately 82 million dollars. Add to that another 90 million in the form of defense contracts for Wichita industry (and there's more coming all the time), and you'll have some idea of how things are booming out Wichita way.

So, though Kansas may not be your biggest potential market, we believe it has the opportunity to be one of your *most profitable* markets, particularly if you tell 'em about your wares over—"The Wichita Station with the Programs".

MANHATTAN
LAWRENCE
SALINA
KANSAS
HUTCHINSON
NEWTON
EMPORIA
WICHITA
PRATT
CHANUTE
INDEPENDENCE
ARKANSAS CITY
COFFEYVILLE
PARSONS
PONCA CITY
BARTLESVILLE
ENID
OKLAHOMA

Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

That Selling Station for Kansas

KFH
WICHITA

The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • 5 KW NIGHT READY SOON—CALL ANY EDWARD PETRY OFFICE

XUM

The Clearing House for the BROADCASTING INDUSTRY

Use BROADCASTING Classified Columns for . . .

★ Help Wanted
★ Situations Wanted
★ Wanted to Buy OR Sell

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising
870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

TECHNICIANS UNDER FAIR LABOR LAWS

AS A GROUP, radio technicians do not qualify as professional employes under the Fair Labor Standards Act and cannot be exempt, as a group, from overtime provisions of the Wage-Hour Act. This opinion was expressed by Harold Stein, attorney of the Wage & Hour Division of the Labor Department, following an inspection during the last fortnight of engineering operations at stations in Washington and conferences with Joseph L. Miller NAB labor relations director, and Lynne C. Smeby, NAB director of engineering.

Depending upon their duties, chief engineers and supervisors may be exempt as executives, Mr. Stein commented, although he explained that both educational requirements and duties led him to believe that all technicians, as a group, could not be called professionals.

Acting upon a query from station operators, Mr. Miller last week sent the Wage & Hour Division an inquiry regarding the classification of "outside salesmen" who, in addition to their dominant function of selling, write commercial continuity for use on programs they have sold and even in some cases announce the programs they sell. The question arose since "outside salesmen" are exempt from overtime provisions of the act, and if these additional functions were interpreted to weigh against the "outside salesman" classification in individual cases, these employes must necessarily be paid overtime.

Puerto Rican Grant

ADOPTING its findings of fact and conclusions of March 5 proposing to grant a new station in San Juan, P. R., to Enrique Abarca Sanfeliz, Puerto Rican sugar refining machinery manufacturer [BROADCASTING, March 10], the FCC on April 25 made the grant final. The new outlet will operate on 580 kc. with 5,000 watts day and 1,000 night. Action also denied finally the rival application of United Theatres Inc., for like facilities in San Juan. The Commission in giving preference to Senor Sanfeliz's application, stated he was better qualified financially and had proven he could provide superior technical service.

BONUSES FOR IDEAS

WOR Staff to Profit From Good Suggestions

WOR, New York, is offering bonuses of $25 and $5 to members of its staff for the best "suggestions" turned in twice each month covering program or production ideas, slogans, more efficient business or office methods, etc. Members of the program, special features and publicity departments, however, are not eligible for awards on program ideas.

At the end of each six months, first, second and third grand prizes of $75, $50 and $25 will be given to those who have submitted the three best individual suggestions during that period, with possible adjustment if the suggestion proves more valuable than originally estimated.

Ideas are to be submitted in sealed envelopes to a suggestion committee composed of J. R. Poppele, chief engineer; Joseph Creamer, sales promotion director, and Jules Seebach Jr., program director.

Stores on Gaspipe Station

FINCHLEY and Brooks Bros., New York stores for men's clothing, have signed for a series of 18-27 spot announcements on the Princeton U broadcasting station WPRU, to coincide with the arrival on the campus of the traveling representatives of the two stores. Spots will run about three a day during May. Finchley also will sponsor spots on the station of Brown U in Providence in mid-May. Contracts were placed through the Intercollegiate Broadcasting Station Representatives, New York.

Film Based on Serial

AS A SHORT subject for its current "Headliner" series, Paramount Pictures on June 6 will release a film dramatizing the CBS serial *Those We Love*, sponsored five times weekly by Procter & Gamble Co , Cincinnati, for Teel and Drene. The one-reel picture, narrated by Jimmie Fidler, gives a graphic idea of the show in rehearsal and on the air.

New Fitch Program

IN ADDITION to its *Bandwagon* program on NBC-Red, F. W Fitch Co., Des Moines, on May 3 started on NBC-Red a weekly series of quarter-hour programs featuring Happy Jack Turner. Program is heard for Fitch Dandruff Remover Shampoo. Agency is L. W. Ramsey Co., Davenport, Ia.

LETTERS, and thousands of them, with telegrams too, were the response when Frank Graham asked listeners how they felt about his late evening one-man theatre series, *Nightcap Yarns*, on CBS Pacific Coast stations. Seated, he is discussing the more than 11,000 letters received with Arthur Kemp, the network's West Coast sales manager. Consolidated Drug Trade products, Chicago (Yeast Foam tablets), on April 28 starts sponsoring the six weekly quarter-hour program on KNX, Hollywood, in a 13-weeks test as a possible Pacific Coast network release. Agency is Benton & Dall, Chicago.

Cleveland Flags

FLAGS, 3,000 of them, for all Cleveland schoolrooms are to be provided out of a campaign conducted by WGAR in cooperation with the American Legion. Civic leaders and school officials are featured on several programs each week. An essay contest on the flag is being staged. The drive culminates May 10 in an all-night broadcast that will include the entire WGAR staff, as well as local performers. A staff of operators will accept telephoned pledges. Head of the committee is John F. Patt, WGAR manager.

WABC-Guild Pact

CBS on April 23 signed a contract with the Radio Writers Guild covering staff news writers employed by the network for WABC, CBS key station in New York. Besides the standard clauses the one-year contract, retroactive to Jan. 1, covers salary minimums for three groups of writers, senior writers with three or more years experience receive $60 per week; juniors with three years or less experience, $35 weekly minimum, and apprentice writers of less than six months experience, who may be paid less than $35.

ENTER YOUR SUBSCRIPTION NOW . . . GET

- 52 issues of BROADCASTING WEEKLY
- including New 1941 YEARBOOK Number
- and revised 33" x 22" Radio Outline Map

☐ Check for $5 is enclosed ☐ Please send bill

Name

Firm Title

Address

City State

Add $1 per year for Foreign or Canadian Subscriptions.

Showmanship THAT WINS Intermountain Audiences
KDYL
the POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

WWDC, WASHINGTON TAKES AIR MAY 3

WWDC, Washington's sixth station, went into operation May 3. Station was authorized by the FCC last Oct. 29 to the Capital Broadcasting Co. [BROADCASTING, Nov. 1] and uses 250 watts on 1450 kc. with a 100-watt booster at the northern limits of the city. The owners are Stanley Horner, local auto dealer, with 40% of the stock, president; Dyke Cullum, auto dealer, vice-president, 40%; Edward M. Spence, formerly secretary-treasurer of the NAB, 20%.

Mr. Spence, onetime manager of WBAL, Baltimore, and the now extinct WPG, Atlantic City, is manager of WWDC. Helen Mobberly, formerly with WRC-WMAL and WINX, Washington, is commercial manager. Program director is Norman Reed, previously with WBAB, Atlantic City. Announcing staff consists of Ray Carson, from WBAB where he was known as Ray Morgan, chief announcer; Peter J. Harkins, from WBTM, Danville, Va.; Willby Goff, from WGH, Newport News, Va.; Carlos Larrazolo and Earl Hague. E. C. Kohlsaat Jr., new to radio, is chief engineer.

Studios at Connecticut Ave. and K St. are Western Electric equipped throughout and a Lehigh tower was erected. AP news will be used every hour on the hour and music will be taken from both BMI and ASCAP.

Dried Soup Tests

SKINNER & EDDY Corp., New York, is testing announcements for Minute Man soup mixes in the New York market through J. M. Mathes Inc., New York, newly-appointed agency. Company is using three announcements a week on *Make Believe Ballroom*, WNEW; and on Alfred McCann's *Pure Food Hour* on WOR.

Barbasol Series

BARBASOL Co., Indianapolis (shaving cream), is sponsoring *Close Shaves* a thrice-weekly five-minute program relating miraculous escapes from death on WCAE, Pittsburgh; WMAQ, Chicago; and KFRC, San Francisco. Listeners are awarded cash prizes for best stories. Erwin, Wasey & Co., New York, is agency.

Odora's Plans

ODORA Co., New York, starting seasonal campaign for its moth preventive, is sponsoring on WEAF, New York, a quarter-hour newscast four days a week for eight weeks. Company is considering programs in the Boston and Chicago markets, but plans have not been definitely set. H. A. Salzman Adv., New York, is agency.

Calox Returns

McKESSON & ROBBINS, Bridgeport, Conn., off the air since the spring of last year, on May 5 starts a thrice-weekly series of quarter-hour *Evening News* programs with Mel Allen on WABC, New York, in the interests of Calox toothpowder. Agency is J. D. Tarcher & Co., New York.

RUDY VALLEE, star of the Sealtest program on NBC and veteran radio showman, will be m.c. May 9 at the anniversary dinner for Jack Benny given by Niles Trammell, president of NBC, at the Los Angeles Hotel Biltmore.

Drive for Emblems

SOCIETY OF ST. DUNSTANS, London, through First United Broadcasters, Chicago, is currently planning a national spot campaign to sell novelty wooden pin emblems made of wood taken from buildings that have been bombed in that city. Proceeds from this campaign will be used for British war relief with a special effort made to see that persons from whose home this wood is taken are cared for.

Store's Big Schedule

ADAM, MELDRUM & ANDERSON, Buffalo store, has signed what WEBR claims is the largest local time contract in the city's radio history. It includes six weekly quarter-hour chats by Ruth Paige as Amanda; five-weekly noon revues, half-hour each; ten-minute news programs twice daily, five days a week; two Sunday news periods. Total is six hours a week.

Preakness on Red

NBC has been granted exclusive rights to broadcast the Preakness race at Pimlico May 10. The race was sponsored last year on NBC-Red by American Oil Co., Baltimore, but up to Saturday no sponsor has signed for the 1941 broadcast of the event.

Sowell Buys Weekly

F. C. SOWELL, general manager of WLAC, Nashville, has purchased an interest in the *Maury Democrat*, a weekly published in Columbia, Tenn., on which he served as a cub reporter. The weekly has been in his family for the last 30 years and formerly was published by his brother, Ashley B. Sowell, now commercial attache in Panama. Recently it has been managed by a sister, Louise. Mr. Sowell will continue fulltime with WLAC, whose stock is wholly owned by J. T. Ward.

All in An Hour

WARDE ADAMS, announcer of WRVA, Richmond, has been named assistant program director to succeed Ira Avery who recently joined WOR, New York. An hour after he learned of his promotion, Adams got word that he had become a father.

"SOUND" DOLLARS!

When you buy RADIO, you buy SOUND. When you buy WAIR, you make SOUND a SOUND investment. You'll agree — after your campaign starts on—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

NBC Adds in Chile

TWO CHILEAN stations, CB150, Santiago, and CB64, Valparaiso, have joined NBC's Pan American network, comprising about 30 stations, according to John F. Royal, NBC vice-president in charge of international relations. Much favorable response has been received by NBC's International Division from Latin American stations for the opportunity to rebroadcast the April 22 speech by Secretary of State Cordell Hull, shortwaved in Spanish to Latin America by WRCA and WNBI, NBC's international stations.

Rep Firm Expands

ASSOCIATED RADIO SALES, New York, has opened Chicago offices at 333 N. Michigan Ave., phone Randolph 6225. The station representative firm has moved to larger New York offices at 420 Lexington Ave., phone is Murray Hill 6-4217.

Investment Series

COMMERCIAL Investment Trust, New York (auto finance), is using one-minute transcribed announcements six times weekly on stations in Alabama and Georgia. Lord & Thomas, New York, is agency.

Nunn Out of Newspapers

J. LINDSAY NUNN, former Texas and Lexington, Ky. publisher who heads companies operating WLAP, Lexington, WCMI, Ashland, Ky. and KFDA, Amarillo, reports that he is no longer a stockholder in the *El Paso Times* and thus has served his last connection with any newspaper. His son, Gilmore N. Nunn, operates the stations.

RKO Pictures to Carry NBC Shortwave Series

RKO PICTURES, New York, on May 1 signed a 52-week contract with NBC's International Division for a series of twice-weekly programs in Spanish to be shortwaved to Latin America on WRCA and WNBI, NBC's shortwave stations.

Starting May 6, the programs will be heard Tuesdays, 8:15-8:45 p.m. (EDST), when live dramatizations of current RKO pictures will be featured, and Thursdays, 8:15-8:30 p.m. (EDST), featuring dramatizations of the lives of various RKO stars. The programs will be written, produced and cast by Frank Ortega, Spanish author, under the direction of Michael Hoffay, director of foreign publicity for RKO. Account is handled direct.

Breaks for Lava

PROCTER & GAMBLE, Cincinnati (Lava soap) during the week of April 28 started a varying schedule of three to six station-breaks weekly on WLW, Cincinnati; WWJ, Detroit; WTMJ, Milwaukee and WCAE, Pittsburgh. Contracts are for 26 weeks. Agency is Blackett-Sample-Hummert, Chicago.

Candy Test

M & M CANDY Co., Newark, introducing a small five-cent box of assorted chocolates, is testing station break announcements six times on WMBG, Richmond, and WCAO, Baltimore. Lord & Thomas, New York, is the newly-appointed agency.

PULLING POWER *PLUS* PROSPEROUS PROSPECTS

You get both when you buy KTBS . . . 1,000 watts NBC in Shreveport, the 7th city in the 100,000 or more group in the entire South for per capita effective buying income . . . industrial center of a Tri-state area formed by North Louisiana, East Texas and South Arkansas . . . one of the really important markets.

For effective concentrated coverage of this center of rising prosperity, tell your sales message to able-to-buy prospects through KTBS.

KTBS

1000 WATTS • NBC
SHREVEPORT, LA.

A Shreveport Times Station

Member Southcentral Quality Network

REPRESENTED BY THE BRANHAM COMPANY

Harper M. Phillips, 21, Named KYUM Manager

HARPER M. PHILLIPS, 21, formerly traffic manager and assistant to the business manager of KTAR, Phoenix, became one of radio's youngest station managers, when he was named to direct KYUM, Yuma, Ariz., May 1. Mr. Phillips, stated the announcement of John H. Huber, president of the Yuma Broadcasting Co., succeeded Jerry Akers who resigned to join KSAN, San Francisco. Akers had been associated with KYUM since its inception and prior to that had been with the old KUMA, Yuma. KYUM is a 250 watter on 1240 kc.

Mr. Phillips

The Pioneer Voice of Kansas

KFBI
WICHITA

5000 day
1000 nite
1070 Kc.

Press-Radio Hearing

(Continued from page 14)

sumed the *Chicago Tribune* and WGN will present an independent case before the FCC hearing.

The new associate counsel, Mr. Herman, has long represented the *Fort Worth Star-Telegram*, including some of its radio interests (WBAP and KGKO), through his law firm, Samuels, Foster, Brown & McGee, of Fort Worth. He is virtually the personal advisor of Mr. Hough, upon whose shoulders fell the task of leading the fight after Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, had resigned to undertake a study of the radio situation as a whole at the personal behest of President Roosevelt [BROADCASTING, April 28].

Letter of Resignation

The text of Mr. Antrim's letter follows:

I hereby resign as a member of the Newspaper Radio Committee. I am further authorized to state that WGN Inc. cannot support, or continue to be represented in, the committee.

Our reason for this action is that developments to date indicate to us that there is not sufficient assurance that the large fund of $200,000 to be collected from the newspapers will be devoted exclusively to the preparation and presentation of the case on behalf of newspaper ownership of broadcasting stations on the merits of the issues involved, and that there is not sufficient safeguard against intermingling of these issues with other and unrelated issues and activities in which the newspaper group, as such, have no interest. We believe that the course indicated by these developments will seriously prejudice the interests of the newspaper group by linking its fortunes with those of other groups having entirely separate problems.

As has been repeatedly stated by our representatives, particularly at the meeting held in New York on March 28, 1941, we believe that the issues involved in newspaper ownership of broadcasting stations have not been prejudiced by the FCC, that the facts and arguments bearing on these issues should be gathered and presented exclusively on the basis of their merits, without regard to whether such facts and arguments help or hurt the cause of other radio interests before the Commission, and that with such preparation and presentation the newspaper group should be able to convince the Commission not only that there is no basis for any charge of monopoly against newspaper owners of stations, but also that such ownership has served, and will continue to serve, the public interest.

Hough's Reply

On April 25, upon receipt of the Antrim letter, Mr. Hough addressed the following letter to Mr. Antrim, accepting his resignation:

I acknowledge with regret the receipt of your letter of April 23 resigning from the Newspaper Radio Committee. If you lack confidence in the committee which was appointed by the approximately 250 newspaper publishers at the meeting which you attended, you have, of course, no other course open to you but to resign.

At the same time, I must insist that any lack of confidence on your part is wholly baseless. The committee subscribes most wholeheartedly to the principle that any hearings on newspaper ownership of radio stations should be limited most strictly to the actual issues involved. It is our belief that a dispassionate consideration of the question will demonstrate that the newspaper publishers who have had radio facilities entrusted to them have been operating them in the highest public interest. It is in this belief that the committee desires to approach the Federal Communications Commission in a spirit of full cooperation and in full confidence that hearings will establish that there is neither legal nor social justification for the classification of newspaper publishers as a category of persons whose rights are in any way different from other citizens of the United States.

I am convinced that the progress and actions of our committee will ultimately convince you that your present suspicions with respect to the committee are wholly unjustified. But, meanwhile, I must asquiesce in your decision.

"I'm just *fine*, thank you..."

Mrs. Williams feels fine, thank you. She is one of the thousands who know from experience that *cancer in its early stages can be cured*. You can help others to health by aiding the Women's Field Army of the American Society for the Control of Cancer. Enlist in your local unit now! *Help save lives.*

AMERICAN SOCIETY FOR THE CONTROL OF CANCER
350 Madison Avenue • New York City

If a resident of New York City or the Metropolitan area, address New York City Cancer Committee, 130 East 66th Street. Package labels and the Quarterly Review will be sent to you for your dollar.

WKRC
550-KC
OHIO-1941

POINTING with obvious pride at his new 1941 license tags is Jack Tiffany, chief engineer of WKRC, Cincinnati, who really believes in plugging his station. Reason for the contented smile, of course, is the fact that 550 kc. as shown on the plate is the station's frequency.

CKNX, Wingham, Ont., has purchased two 180-foot uniform cross section towers from Canadian Bridge Co., Walkerville, for its new 1-kw. installation. Towers will be erected by the end of June.

'BULLETIN' YIELDS TO RADIO AT LAST

THE *Philadelphia Bulletin*, conservative newspaper and credited with the largest circulation, is the last of the city's five dailies to capitulate completely to radio. Two months ago, as the Gibraltar Service Corp., It filed application with the FCC for an FM license. The *Bulletin* last week consummated time-for-space swaps with two local stations, KYW and WPEN.

That the newspaper has decided to finally take radio seriously is seen by the fact that KYW has drawn lines to the *Bulletin* editorial room for a daily 10-minute news period at 1:45 p.m. While an improvised studio, with borrowed equipment, is being used, it was disclosed by newspaper officials that a regular broadcasting studio will be constructed in the editorial room. New equipment has been ordered by the newspaper and the remote studio is expected to be ready for operations by the middle of May.

Harold Hadley, feature staff writer, is radio director, of the *Bulletin*, the second local newspaper to create such an office. Last year, the *Philadelphia Record*, which now owns WHAT, named Enid Hager from WFIL, Philadelphia, to take charge of radio activities.

The *Bulletin's* KYW broadcasts are conducted by Henry Pleasants, music and dramatic editor. On Tuesdays and Saturdays, commentaries on the war news are added by Melvin K. Whiteleather. In addition the *Bulletin* is using two transcribed announcements weekly. The space swap with WPEN calls for a staggered spot announcement schedule. Although all time used is matched by agate lines, all radio commitments are handled for the newspaper by Donovan-Armstrong Co., Philadelphia agency.

Wayne U Awards

WINNER of the third annual Broadcasting Guild script writing contest of Wayne U, Detroit, is Russell Beggs, according to Garnet Garrison, Guild director. Beggs, editor of the university newspaper and regular script writer for the Guild's presentations on Detroit stations as well as gag-men for the Guild's comedy-variety program on W45D, FM station of the *Detroit News*, won the $25 award for a character study of a "professional-amateur" tennis player entitled "Tennis Tramp". Second prize of $10 went to Robert Farmer for an experimental script, "I Had to Die Happy", and third prize was awarded to Evelyn Linden for her psychological study, "Only Child".

On N. Y. Defense Committee

FOUR radio men are among the 11 members of the State Defense Information Committee named April 26 by Gov. Lehman of New York "to facilitate the dissemination of information on defense activities and defense responsibilities of New York State and its localities". The radio representatives are: Alfred J. McCosker, president of WOR and chairman of MBS; William S. Paley, president of CBS; Niles Trammell, president of NBC; Clarence Wheeler, WHEC, Rochester, representing the NAB. Others represent the press and movies.

AFRA's New Code Awaits Signatures

IATSE Claims Jurisdiction Over Sound Effects Men

AMERICAN Federation of Radio Artists is distributing its transcription code among producers of transcribed programs employing actors, singers and sound effects men, groups under AFRA jurisdiction, for signature.

Questions raised by record manufacturers at industry meeting April 24, 28, were ironed out at a final meeting of industry representatives and union executives April 29, at which time a few minor changes were made in the code and both sides termed it acceptable.

First Nationwide Pact

Code, like its forerunner covering network broadcasts, will be signed by companies making transcriptions, while agencies producing transcribed programs will sign letters binding them to live up to the terms of the code.

AFRA is hailing the new code as its first national agreement, since it covers all transcriptions made in the United States, while the network code specified the four major points of network program origination, New York, Chicago, Hollywood and San Francisco.

Need for a special contract with NBC covering Hollywood, where NBC has a pact with an independent sound effects union, was obviated when this group last week voted to join AFRA, which took over its contract with NBC, enabling the network to accept the AFRA code without reservations. Code became effective May 1 and will run until Nov. 1, 1943, expiring coincidentally with the network codes for sustaining and commercial program.

AFRA's organization of sound effects men and its claims to jurisdiction over them have been contested by another AFL union, the International Alliance of Theatrical Stage Employes, stagehands' union.

The IATSE claim is that the kind of work a man does determines the union he should belong to and that the work of sound effects men in radio parallels that of stagehands in the theatre. Stagehands, they point out, construct and operate scenic and lighting and sound effects, just as soundmen in radio construct and operate their effects. AFRA states that sound men in radio are performers, whatever they may be on the stage.

Issue was officially raised by IATSE's New York local April 25, when it brought the alleged invasion of its field by AFRA to the attention of the Associated Actors & Artistes of America, parent body comprising AFRA as well as Actors Guild, American Guild of Musical Artists and other performer unions.

AFRA suggested that the question of union affiliation be put to a vote of radio sound effects men in an election to be held under the supervision of the American Arbitration Assn. IATSE has not responded to that proposal but is not expected to agree, in which case the broadcasters employing sound effects men may find themselves involved in a jurisdictional union battle.

FM
with
Simplified
CIRCUIT DESIGN

GENERAL ELECTRIC
160-17

A NAZI UNCOVERED

FCC Tracks Down Station in Home in Peoria

SEARCH by the National Defense Operations Section of the FCC for an unauthorized radio transmission which trespassed on Government frequencies and claimed to be in the service of "foreign agents" culminated April 30 in the arrest at Peoria, Ill., of a Charles W. Johnson, who identified himself, according to the FCC, as a senior student in electrical engineering at "a midwestern institute". Johnson's home revealed illegal equipment which was seized by the U. S. Marshall. The student was charged with violating Sections 301 and 318 of the Communications Act.

The unlicensed station used no call letters and the operator called himself "Fritz" and frequently concluded his transmissions with "Heil, Hitler". He claimed to be a cryptographer for a signal unit in a German army of occupation and his general procedure was to broadcast that he was a foreign agent and to attempt to engage in communications with U. S. Government stations. He declared he was relaying information from foreign agents and on one occasion threatened to "jam" Government channels with high-powered stations being constructed for that purpose. Special equipment, recently perfected by the FCC, was used to trace the station.

AFRA Officers

SUCCESSORS to Vic Connors, San Francisco official of AFRA and AGVA, newly appointed national field representative of AFRA [BROADCASTING, April 14] have been announced in the Golden Gate City. Vince Silk, formerly organizer for AGVA, was appointed executive secretary of AGVA. Adele West, former secretary to Connors, was named office manager of AFRA and Max West part time business agent and representative for AFRA. Appointments became effective April 28.

Equipment Delays

(*Continued from page 11*)

every consideration in direct line with what is considered as direct defense material.

"Our deliveries at present are good due to foresighted efforts of our purchasing department, but they cannot continue this past midsummer under present retarded delivery conditions. It is our firm belief that the commanding position radio broadcasting holds in listener numbers can only be maintained by industries' ability to deliver equipment as required when required to keep in first-class condition nearly 900 radio broadcasting stations, which unquestionably would be of top importance under an emergency.

Charles M. Srebroff, president of Radio Engineering Laboratories Inc., said on FM broadcast transmitting equipment his company is maintaining three months' delivery for one and three kilowatt transmitters and five to six months on ten and fifty kilowatt transmitters.

"We have sufficient materials on hand to meet present orders, but will require materials for new orders, delivery time of which will depend upon how long we must wait for materials. We have made substitution as far as possible for aluminum. Our deliveries will be directly contingent upon our getting the deliveries from other manufacturers on transformers, meters, condensers, copper tubing for transmission lines, etc. Any efforts to obtain priority rights for the purchase of radio materials should also include such items as are purchased from parts manufacturers. Your effort in this matter should be appreciated by the entire radio industry".

More for Greystone

BISCEGLIA BROS., Philadelphia (wine), has added KYW, Philadelphia, to its radio schedule for Greystone California wines. In addition to the six five-minute periods weekly of *Weather Facts & Freaks* started last month on WJAS, Pittsburgh, a new series of seven five-minute news commentaries by William Lang was started last week on KYW. Contracts run indefinitely and additional stations in the Pennsylvania market may be added later in the year. Agency is J. M. Korn & Co., Philadelphia.

KFRU

IN COLUMBIA, COVERS THE HEART OF MISSOURI

Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.

1400 KC. ★ 250 WATTS

New Station for Denver, KMYR, in Formal Debut

DENVER's sixth station, KMYR, made its formal debut after five days of actual operation with an official dedicatory broadcast April 27. Station had been granted by the FCC in November of 1939 to F. W. Meyer, formerly manager of KLZ, Denver, but appeals against the decision by two other Denver stations had retarded its actual construction. KMYR operates with 100 watts night and 250 day on 1340 kc.

Mr. Meyer

The three-hour inaugural presented the talent and personnel of the new outlet. Owner F. W. Meyer, also manager of KMYR, outlined in brief the aims and ideals of the station. Gov. Carr of Colorado and Mayor Stapleton of Denver extended their greetings.

KMYR also became the first station in Denver to obtain use of both ASCAP and BMI copyrights and news every hour on the hour will be presented as a feature of the station.

Fulford in Canada

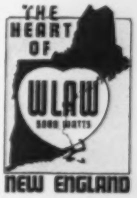
C. E. FULFORD Ltd., Toronto (proprietary) has started thrice-weekly quarter-hour musical transcribed shows on 34 Canadian stations across Canada. Account was handled by F. H. Hayhurst Co., Toronto.

NO SEASONAL SLUMP
at
WLAW
LAWRENCE, MASS.
5000 watts - 680 k.c.

8 NEW network shows in 3 weeks.

57 National and Regional accounts since December 1, 1940.

Prices vs. Coverage, WLAW is the Biggest Buy in Radio!



WLAW
LAWRENCE, MASS.
C.B.S. Affiliate

National Representatives
THE KATZ AGENCY, INC.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

APRIL 26 TO MAY 2, INCLUSIVE

Decisions . . .

APRIL 26

WTMC, Ocala, Fla.; WDLP, Panama City, Fla.,—Continued hearings to 5-19-41 re license revocations.

APRIL 28

MISCELLANEOUS — Extension granted **W8XFM, Cincinnati; Jansky & Bailey, Washington; KFAR, Fairbanks, Alaska; W2XBS, New York; W2XWG, New York; W3XEZ, Camden.**

WCKY, Cincinnati—Modification license to directional after sunset Sacramento.

NEW, M. A. Leese Radio Corp., Washington—CP 47.1 mc 5,600 sq. miles, 399,946 pop.

NEW, Lake Worth Broadcasting Corp., Lake Worth, Fla.—CP 1340 kc 250 w unl.

NEW, Fred Jones Broadcasting Co., Tulsa—CP 690 kc 50 kw unl. directional, amended to 740 kc 25 kw N 50 kw D.

WHB, Kansas City—CP new transmitter.

WLOL, Minneapolis—Modification license change to directional N only.

KTKC, Visalia, Cal.—CP change to 940 kc 5 kw, new transmitter, change antenna.

APRIL 29

NEW, Alamance Broadcasting Co., Burlington, N. C.—Granted CP new station 920 kc 1 kw D.

KSUN, Lowell, Ariz.—Granted authority transfer control to Carleton W. Morris (463½ shares or 58.7% outstanding stock) for $6,001.

WESX, Salem, Mass.—Granted CP increase to 250 w N & D.

WHBL, Sheboygan, Wis. — Granted CP directional N, increase to 1 kw N & D.

KRJF, Miles City, Mont.—Granted authority transfer control to Sarah M. Scanlan, 403 shares common voting stock in Star Printing Co., permittee, from transferor's capacity as executrix to herself personally.

TEMPORARY RENEWALS — **W9XC, Mitchellville, Ia.,** developmental; **W3XE, W3XP, Philadelphia; W2XVP, New York; W9XLA, Denver; W4XA, Nashville; W5XAU, Oklahoma City.**

MISCELLANEOUS—**WGES, Chicago,** denied temporary authority 1390 kc 500 w during hours vacated WSBT; **WBST, South Bend,** granted extension temporary authority unl. pending CP; **WQDM, St. Albans, Vt.,** granted extension temporary authority 1420 kc until WWSR conducts program tests, but not after 5-7-41; **WSJS, Winston-Salem, N. C.,** granted extension temporary basis pending action on renewal and application transfer control; **WLAK, Lakeland, Fla.,** granted request dismiss application transfer control to Russell E. Baker; **WPAT, Paterson, N. J.,** granted modification CP new transmitter; **KMLB, Monroe, La.,** continued hearing to 5-23-41; **W51R, Rochester,** granted temporary authority FM to 7-1-41.

SET FOR HEARING—**NEW, West Allis Broadcasting Co., West Allis, Wis.,** CP 1480 kc 250 w D; **KFJM, Grand Forks, N. D.** and **NEW, Dalton Le Masurier, Grand Forks,** renewal application KFJM and modification license, and Dalton Le Masurier application CP 1440 kc 500 w 1 kw D, asks KFJM facilities; **WTAQ, Green Bay, Wis.,** CP change directional antenna.

MAY 1

WWNC, Asheville, N. C.—Granted CP, subject to renewal proceedings, for new transmitter, increase to 5 kw N & D 570 kc directional N.

WSYR, Syracuse—Granted CP new transmitting equipment, change directional, increase to 5 kw 570 kc, conditional on effect on WMCA.

WMCA, New York—Granted modification license increase to 5 kw unl. 570 kc directional N & D.

WKBN, Youngstown, O.—Granted CP increase to 5 kw unl., new transmitter, directional, 570 and granted modification license to unl. conditional WOSU leaves 820 kc.

WOSU, Columbus—Granted CP change to 820 kc increase to 5 kw LS Dallas.

WCBD, Chicago—Granted CP change to 820 kc 10 kw D only.

NEW, Fairfield Broadcasting Corp., Lancaster, O.—Set for hearing application CP 820 kc 250 w D.

MAY 2

MISCELLANEOUS — **KBWD, Brownwood, Tex.,** granted modification CP new station re transmitter and 1320 kc under treaty; **WJAS, Pittsburgh,** granted modification CP increase to 5 kw directional for 1320 kc under treaty, change antenna; **WMVA, Martinsville, Va.,** granted license new station 1450 kc 100-250 w unl; **KPOW, Powell, Wyo.,** granted license new station 1230 kc 250 w unl.; **WALA, Mobile, Ala.,** granted modification CP increase power for change in transmitter, antenna on 1410 kc under treaty; **WKMO, Kokomo, Ind.,** granted license for CP as modified for new station 1400 kc 250 w unl. **KFJI, Klamath Falls, Ore.,** dismissed without prejudice application for CP; **WPAY, Porstmouth, O.,** granted petition hold hearing on transfer and renewal, and change date; **KFJI, Klamath Falls, Ore.,** granted motion dismiss without prejudice application change to 600 kc 500 w 1 kw; **WRDO, Augusta, Me.,** granted leave amend renewal application.

WAAT, Jersey City—Modification CP to unl., 1 kw, move transmitter.

WJLS, Beckley, W. Va.—CP new transmitter, directional N, change to 900 kc 1 kw, amended to 640 kc ltd. to LS Los Angeles, directional from LS Beckley to LS Los Angeles.

WHN, New York—Modification CP new transmitter etc., for new transmitter, change antenna.

WSAZ, Huntington, W. Va.—Modification CP change to directional N only, 930 kc under treaty.

NEW, William Price, Burlington, N. C.—CP 1490 kc w unl., contingent new freq. for WDNC.

KMBC, Kansas City—CP change to 690 kc 50 kw unl. etc., amended to 770 kc, omit moving studio, change directional, omit request for facilities of KFEQ, KGGF, WNAD.

KTUC, Tucson, Ariz.—Transfer control from John Merino (100 shares), Glenn Snyder (50), George R. Cook (50), Burridge D. Butler (38), Carleton W. Morris (30), Louis F. Long (30), Ralph W. Bilby (1), Frank Z. Howe (1) to John Merino (50), Glenn Snyder (50), George R. Cook (50), Burridge D. Butler (69), Louis F. Long (30), Ralph W. Bilby (50), Frank Z. Howe (1).

Tentative Calendar . . .

MAY 19

WTMC, Ocala, Fla.; WDLP, Panama City, Fla.—License revocations.

MAY 22

NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—CP 1150 kc 250 w D.

NEW, Helen L. Walton, Walter Bellatti, Jacksonville, Ill.—CP 1150 kc 250 w D.

MAY 23

KMLB, Monroe, La.—CP 1410 kc 1 kw unl. directional N.

MAY 28

KRBC, Abilene, Tex.—CP 940 kc 1 kw unl. directional.

WRDO, Augusta, Me.—License renewal.

JUNE 2

WGST, Atlanta—License renewal.

JUNE 24

WTEL, Philadelphia—CP 1500 kc 250 w unl.

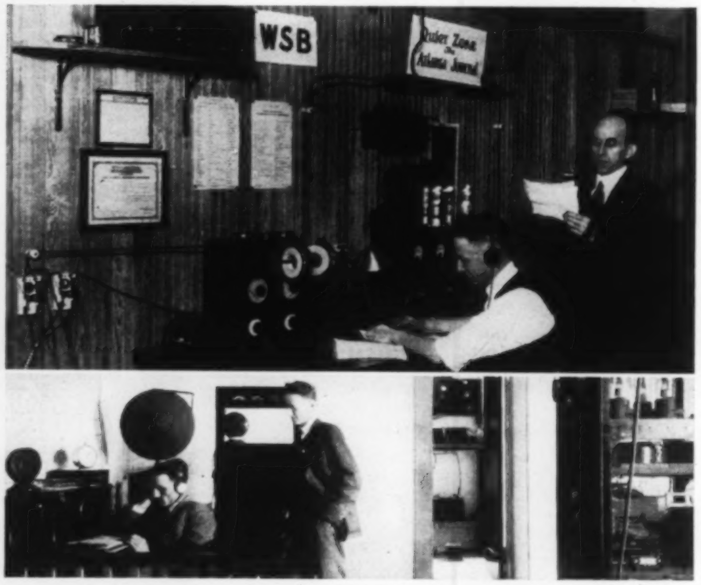
JUNE 26

WKZO, Kalamazoo, Mich.—CP 590 kc 5 kw unl.

JULY 7

KWTO, Springfield, Mo.—CP 560 kc 1-5 kw unl. directional N.

UNITED PRESS has established a radio news office in Jackson, Miss., and later in May will set up one in Richmond under the direction of Warren Duffee, formerly in the UP Raleigh office. New subscribers to UP service are: WIP, Philadelphia; KAVE, Carlsbad, N. M.; KSWO, Lawton, Okla.; WTAL, Tallahassee; KSEI, Pocatello; WAOV, Vincennes, Ind.; KRMC, Jamestown, N. D.; KADA, Ada, Okla.; WJMA, Covington, Va., and WEED, Rocky Mount, N. C.



TODAY'S MODERN RADIO PLANTS represent a far cry from these pioneer installations in the South, both the product of W. Walter Tison, general manager of WFLA, Tampa, a veteran radioman prominent in the industry as NAB district director. Upper photo shows interior of the first broadcasting station in the South to be owned by a newspaper—the original 100-watt set of WSB, Atlanta, which Tison as chief engineer put on the air March 17, 1922. He's at the desk. Standing beside him is George Isler. Lower photo shows the original WFLA, to install which Tison (standing) left WSB in 1925, becoming its manager and chief engineer. Seated with the headphones is L. C. McKeown, operator.

WE Names Contingent For St. Louis Convention

REPRESENTING Western Electric at the NAB convention in St. Louis, May 12-15, in Suite 648-65 of the Hotel Jefferson, will be: F. R. Lack, division manager; H. N. Willets, assistant sales manager; L. F. Bockoven, A. B. Kouwenhoven, C. E. Snow, H. F. Scarr, W. E. Jonker of the Specialty Products Division at Kearny, N. J.; G. W. Davis, H. L. Hamilton and F. M. Harris, Midwestern, West Coast and Southeastern representatives of the Specialty Products Division respectively; Will Whitmore, editor of *Pick-Ups*. Present from Bell Laboratories will be J. F. Morrison and A. A. Skene. Graybar will be represented by A. J. Eaves and J. W. LaMarque, New York; G. I. Jones, Philadelphia; L. H. Whitten, Washington; F. L. Allman, Richmond; E. H. Taylor, Chicago; J. A. Costelow, Kansas City; C. C. Ross, Dallas; W. E. Henges and R. G. McCurdy, St. Louis.

To concentrate more fully on the demands of the nation's armed forces, and to continue to meet the engineering and equipment needs of America's broadcasters, Western Electric has foregone its usual practice of preparing and exhibiting equipment at the NAB convention.

FCC Statistical Volume

PREPARED in yearbook form for the first time, the FCC April 28 announced availability of a volume entitled "Statistics of the Communications Industry in the United States", covering 1939 broadcast and common carrier financial and operating data. The statistics were compiled by the Accounting, Statistical and Tariff Dept. of the FCC from reports filed by broadcast, telephone, telegraph, cable and other industries regulated by the FCC for 1939. Broadcast data included in the report were published in part in the 1941 BROADCASTING Yearbook. Copies of the volume are available at the Government Printing Office, Washington, 25 cents.

WORC-ACA Dicker

AMERICAN Communications Assn. has been chosen collective bargaining agent for all employes of WARM, Scranton, the union reports, and it has asked the station to enter into negotiations. ACA has requested the Massachusetts Commission of Arbitration & Conciliation to aid in speeding the union's negotiations with WORC, Worcester.

ART DONAHUE, RAF flyer and author of "Tallyho" in the May *Saturday Evening Post*, is a brother of Bob Donahue, manager of WLLH, Lowell, Mass. Art was the first American flyer to see "shooting" action with the RAF and his article tells of his experiences. He wrote it during a six-week period of convalescense in a British hospital.

VIDEO & SOUND ENTERPRISES, Omaha, has consolidated its Kansas City office with Omaha headquarters. Kendall Berg, formerly representing the firm in the Kansas City area, is now free lancing.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Experienced Operator-Announcer — And/or office man. Box 434, BROADCASTING.

Engineer—Give qualifications, transcription, $100 month. WBRW, Welch, West Virginia.

Wanted—Combination Announcer-Engineer. State age, experience and salary desired. WAML, Laurel, Mississippi.

Announcer-Engineer—Good voice, experience unnecessary. Small city Rocky Mountain West. Box 426, BROADCASTING.

Experienced Engineer—As first assistant in one thousand watt midwest station. Box 435, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kans.

COMBINATION ANNOUNCER OPERATORS—NO TECHNICAL, ENGINEERING OR MAINTENANCE ABILITY REQUIRED. MUST BE FIRST CLASS ANNOUNCERS. SEND TRANSCRIPTION AIR WORK. STATE SALARY DESIRED. KJBS, San Francisco, Calif.

Sales Manager-Station Manager—One who can buy minority interest in full time local station. Give full details of experience and location preferred. Box 428, BROADCASTING.

Radio Technicians and Engineers Wanted—Large broadcasting company in East has openings for experienced radio technicians-engineers who can speak or have a knowledge of Spanish and/or Portuguese. Apply in writing, stating detailed qualifications, including photograph, to Box 441, BROADCASTING.

Excellent Opportuntiy—For clean-cut, live-wire **Sports Announcer** to become one of the biggest Sports figures in East. All-round and ad-lib sport experience necessary—to handle daily Sports program over successful station in large Eastern city. Salary moderate to start—ceiling unlimited. If your experience, background, and personality fit our requirements write Box 440, BROADCASTING.

Situations Wanted

Young Woman—Thoroughly experienced continuity writing and traffic. Attractive, hard-worker, college graduate. Box 437, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis—you can't lose. Box 431, BROADCASTING.

Production-Program Manager—Also announcer, writer—fourteen years' experience—willing to make investment—employed but wants to make a change. Box 436, BROADCASTING.

Combination Operator-Announcer — Four years experience. Continuity—Transradio Press. Now employed. Desires change. References. Radiotelephone First Class. Prefer Southern or Southwestern Location. Box 438, BROADCASTING.

Married Man—Fourteen years' experience, sales, continuity, program, announcing, station management and ownership. Best references. Will accept any kind of position at reasonable salary. Box 433, BROADCASTING.

Experienced Sports, Commercial Announcer—And continuity writer with well known network station two years, desires change. Sales experience. Age 36, college degree. Personal application. Box 432, BROADCASTING.

Newscaster-Commentator—Man with broad cultural background; exceptionally fine voice; capable preparing, editing copy; available part-time, fill-in; moderate salary; New York or vicinity. Box 427, BROADCASTING.

Situations Wanted (Continued)

Announcer-Engineer — Experienced, versatile, good voice. Now employed network affiliate. Young, married, experienced selling and copywriting. Details, Transcription. Box 443, BROADCASTING.

Salesman—Well experienced, aggressive, high proven record, good references, not draftable, desires change. Box 439, BROADCASTING.

Experienced Program-Producer—With successful selling-merchandising ideas desires position with progressive station. Ten years' radio includes local-regional stations; national agency-national research training. Draft exempt. Excellent references. Box 430, BROADCASTING.

Wanted to Buy

General Radio Instruments as Follows—Type 617-B or Type 617-C Interpolation Oscillator; and Type 616-C or 616-B Heterodyne Frequency Meter. In first letter state condition and lowest cash price. Box 442, BROADCASTING.

Radio-Press

BOND of friendliness and cooperation that has grown between the press and radio was further exemplified April 17 when the *Paducah* (Ky.) *Sun Democrat* carried an editorial praising the local WPAD for its valuable contributions to the community and recommending that the pending application of the owners of WPAD for another station in Henderson, Ky., be granted. The *Sun Democrat* claimed that like newspapers radio will win the support of the public as long as it contributes to the good of society and that "we are not among the newspapers that resent the development of radio for we believe there is a place for it and newspapers too."

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave.
University Park, Md.

Hamm Predictions

THEODORE HAMM BREWING Co., St. Paul, is currently presenting *Hill Sanders, This Will Happen*, five-minute live news prediction programs on four northwest stations [BROADCASTING, March 10]. Identity of the commentator, "Hill Sanders", is secret. He is known as the "mystery man" and wears a mask during his broadcasts. Contracts have been extended to 52 weeks on WNAX, Yankton, S. D.; WDAY, Fargo, N. D.; KOIL, Omaha and KFAB, Lincoln, Neb. Agency is Mitchell-Faust Adv. Co., Chicago.

SITUATION WANTED

Successful Radio Time Salesman

I like to sell radio time and I know the ins and outs of radio station operation in a way that appeals to advertisers. Seven years with present station, a basic CBS outlet in the midwest, selling, servicing, writing, merchandising, promotion. Reason for this ad: my present station is nearly sold-out. Let me tell you more. Box 429, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Advertise in
BROADCASTING
for Results!

XUM

Rosenbaum to Quit His Post With IRNA

Morency, Mentioned, Adamant; Group to Meet on May 13

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates Inc. since its permanent organization in 1937, plans to resign the latter post May 13 because of the pressure of business in Philadelphia.

Mr. Rosenbaum

While no formal anouncement has been made, it is understood Mr. Rosenbaum has advised the IRNA board of his inability to continue in the office. In addition to his presidency of WFIL, Mr. Rosenbaum is vice-president and counsel for Albert H. Greenfield Co., investment bankers, and a director of Lit Bros. department store, as well as an executive of the Philadelphia Symphony Orchestra Assn.

Activities arising out of contracts with production for national defense, in which the Greenfield Co. is active, make it difficult for Mr. Rosenbaum to be outside of Philadelphia on broadcasting business, according to his IRNA colleagues.

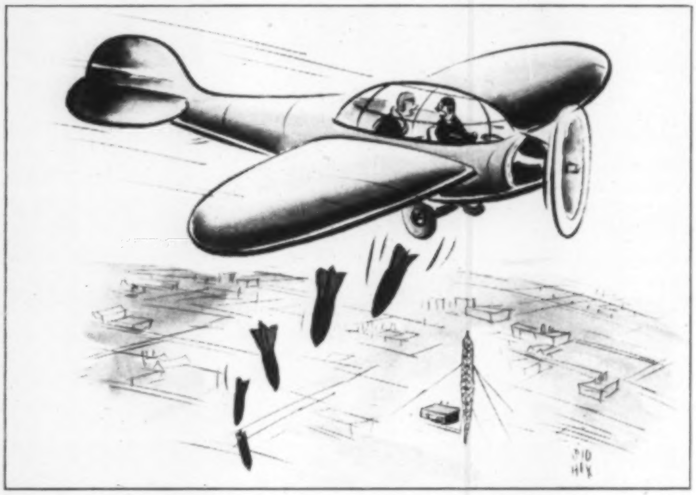
Morency Mentioned

Paul W. Morency, general manager of WTIC, Hartford, and vice-chairman of IRNA, is regarded as Mr. Rosenbaum's logical successor. Mr. Morency, however, also has indicated to associates that his service on the boards of Broadcast Music Inc. and NAB, as well as his work in Hartford, would make it difficult for him to take over the IRNA helm.

IRNA has called a general meeting of its membership of some 300 affiliates on May 13, at the New Jefferson Hotel in St. Louis, in conjunction with the NAB convention. The terms of five directors will expire at the meeting. These are John A. Kennedy, West Virginia Network, Charleston, and Charles W. Myers, KOIN-KALE, Portland, former NAB president, CBS representatives; Mr. Morency and W. J. Scripps, WWJ, Detroit, NBC representatives; and I. R. Lounsberry, WGR-WKBW, Buffalo, MBS representative. The new terms will be for three years.

It is believed Mr. Rosenbaum, who also serves as chairman of the NBC Program Policy Negotiating Committee for IRNA, will remain as a member. He was not a candidate for re-election last year, but was drafted by the membership. In some quarters it is thought an effort will be made to draft him again, in spite of his repeated desire to be relieved of this duty.

U. S. TELEVISION MFG. Corp., has moved to 106 Seventh Ave., New York. Telephone is Chelsea 2-3966.



Drawn for BROADCASTING by Six Hix

"Hey, Lay Off That Station . . . I'm Listening to Orphan Annie!"

WHK's SHELL DISCS
Spot Series Is Merchandised By Transcriptions

DEVELOPING what he believes to be an entirely new method of merchandising spot announcements, Robert Greenberg is putting the plan in operation in connection with a campaign on WHK, Cleveland, for Shell Oil Co., placed by the New York office of J. Walter Thompson Co.

When the contract, calling for three transcribed announcements daily, 7 days a week for six months, was signed, Greenberg (left seated) outlined his plan to E. M. Shelton (standing), Shell's Cleveland merchandising manager, and J. G. Jordan (center), the company's division manager. Under the plan, WHK is making and sending out to a selected list of 100 Shell dealers six-inch discs upon which are copies of the Shell transcribed announcements the station is broadcasting.

The discs are made to be played on the dealers' home playback machines, giving them directly the sales talk that goes on the air. In this way they learn what Shell is doing for them in the way of radio advertising, and at the same time pick up the best sales arguments they can use on customers.

Also listening with interest in the photo is Charles A. Stevens of the Radio Adv. Corp., national representative of WHK.

EDWARD SLOMAN, head of Edward Sloman Productions, Hollywood program firm, has taken over the sales and production duties formerly handled by Sam Martin Kerner.

Government in Canada Adds Two Paid Series

THE CANADIAN government is branching out with more paid radio shows following successful use of broadcasts for a number of financial campaigns. Two of Ottawa's departments now have programs on the air. The Department of National War Service for its campaign for the collection of scrap of all kinds has furnished local committees three five-minute transcribed talks by the departmental minister and other officials for use with paid broadcasts and live announcements on local stations. R. C. Smith & Son, Toronto, is agency.

The Department of Mines & Resources has started local paid campaign on practically every station in the Dominion on forest fire prevention. School children are competing for local and a grand prize on essays on forest fire prevention. Prize essays are being aired locally in a program on every Canadian station May 9, and on May 23 the complete Canadian Broadcasting Corp. commercial network of 34 stations will carry the essays of the national prize winners and prizes will be awarded before the microphone. Cockfield Brown & Co., Montreal, is handling this account.

Milwaukee R. R. Spots

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC R. R., Chicago, on May 1 started a series of daily one-minute transcribed announcements on 23 stations promoting it's summer travel service. Announcements are scheduled to run through May, June and July on KIRO KOMO KFPY KHQ KOBH KGIR KRBM KPFA KGVO KGLO KABR WTAQ WKBH WSAU WMT KRNT WNAX WKBB WOW KELO KSOO WTCN KSTP. Agency is Roche, Williams & Cunnyngham, Chicago.

Illinois Campaign

ILLINOIS OIL and FARMOWNERS EQUITY Assn., Centralia, Ill., on April 21 started a special one-month campaign of six-weekly quarter-hour transcribed programs on WDZ, Tuscola; WJPF, Herrin; WEBQ, Harrisburg; WJBC, Bloomington, Ill. Programs feature Charles Crowder, oil problem analyst, who offers help to any listener with problems in which that product is concerned.

SERVICE COMMITTEE NAMED BY MILLER

MEMBERS of the radio committee of the recently formed United Service Organizations for National Defense have been announced by Neville Miller, president of the NAB and national chairman of the USO radio committee, as follows:

William S. Paley, president of CBS; Niles Trammell, president of NBC; A. J. McCosker, MBS chairman of the board; Lewis Allen Weiss, executive vice-president of the Don Lee Network; Burridge Butler, WLS, Chicago; Edgar Bill, WMBD, Peoria; Martin Campbell, WFAA, Dallas; Edwin Craig, WSM, Nashville; Roy Harlow, Yankee Network; Jack R. Howard, Scripps-Howard Radio; Henry P. Johnston, WSGN, Birmingham; Harold A. Lafount of the Bulova stations; Clair R. McCullough of the Mason-Dixon Group; Roger W. Clipp, WFIL, Philadelphia; Wm. J. Scripp, WWJ, Detroit; E. J. Noble, WMCA, New York, and Griffith Thompson, WBYN, newly-formed from consolidation of four Brooklyn stations.

First broadcast by the group was presented May 2 on CBS, 10:30-10:45 p.m., at which time Gen. George C. Marshall, Chief of Staff of the U. S. Army, described its aims and introduced Thomas E. Dewey, New York District Attorney, who has been named national chairman of USO. Radio plans for the nationwide advertising campaign by the group have not been arranged, according to Jesse Butcher, radio director, but will probably be released later this week. Organizations comprising the USO are the YMCA, YWCA, National Catholic Community Service, Salvation Army, Jewish Welfare Board and the National Travelers Aid Assn.

Order for New Station In Honolulu Is Recalled

IN AN UNUSUAL action April 29, the FCC recalled a construction permit issued for a new local station in Honolulu to the Hawaiian Broadcasting System Ltd., and set the application for rehearing. Action was taken on the petition of KGU, Honolulu, operated by the *Honolulu Advertiser*, alleging an economic monopoly in the Islands in a number of industrial fields by the owners, Hawaiian Broadcasting System, which also operates KGMB, Honolulu, and KHBC, Hilo.

The FCC granted the KGU petition for rehearing, and recall of construction permit and stay order. It set aside the action of Feb. 15 and its memorandum decision of Feb. 25, granting the application for a new local on 1310 kc., with 250 watts power, unlimited.

Food Firm's Spots

READY-TO-SERVE FOODS, New York, is testing one-minute transcribed announcements daily on WDEL, Wilmington, and WTAR, Norfolk. Announcements are promoting a new line of canned custard and pudding desert products under the trade name of Alice Bailey. Campaign will be expanded if test is successful. J. Walter Thompson Co., New York, is agency.

XUM

Standard Radio's Twin Attractions!

"I'M BIGGER"
"I'M BETTER"

Bigger!

A BIGGER TRANSCRIPTION SERVICE

BIGGER BASIC LIBRARY
Now 2,500 musical selections

BIGGER MONTHLY RELEASES
100 new selections each month

BIGGER CONTINUITY SERVICE
20 hours of sparkling continuity every week

BIGGER PUBLICITY SERVICE
Photographs, newspaper mats, publicity stories furnished in Kit form, plus regular monthly releases

Better!

A BETTER TRANSCRIPTION SERVICE

UNINTERRUPTED SYMPHONIES
A totally new idea, featuring famous Philharmonic Orchestra

NEW NAME-BAND DANCE MUSIC
Featuring Henry Busse, Duke Ellington, Freddie Martin—and many others

MERCHANDISING "EXTRAS"
Including 192 readily salable" SPOT-ADS" as a bonus

IMPROVED FILING SYSTEM
New methods of filing transciptions and index cards for easier programming

At The Convention:

ROOM 868
JEFFERSON
HOTEL

LEADERSHIP IN LIBRARY SERVICE

Tangible evidence of Standard Radio's leadership in the transcription industry, in fact-and-figure form, awaits you in the Standard Radio Convention Exhibit — an impressive presentation of Standard's "twin attractions" for the year to come: A "BIGGER" transcription service—and a "BETTER" transcription service — tailored to fit YOUR individual talent and budget needs!

HOLLYWOOD • *Standard Radio* • CHICAGO

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XUM